

An illustration on the left side of the slide shows a brown tree trunk and branch. Several leaves are attached to the branch, some green and some orange. A blue watering can is hanging from the branch, with its spout pointing towards the right. The background is split: the left side is white with a green grass line at the bottom, and the right side is a solid yellow color.

PROMOTIONAL TOOLS FOR NEIGHBORWOODS

BENEFITS OF NEIGHBORHOODS

- Strengthen communities
- Get noticed
- Attract & cultivate partnerships
- Multiply your efforts

CELEBRATE NATIONAL

NeighborWoods Month

TREES MAKE GOOD NEIGHBORS

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PROMOTIONAL TOOLS

- Planning Kit – Booklet & CD
- Posters
- Door hangers
- Banners
- Activity cards
- and more

Planning Kit

USE THE KIT TO HELP:

- PLAN YOUR EVENT
- PROMOTE YOUR EVENT IN YOUR COMMUNITY
- HELP YOU WORK WITH YOUR LOCAL MEDIA
- CREATE MARKETING TOOLS FOR YOUR EVENT



Planning Kit

USE THE PRESS
RELEASE AND OTHER
TEMPLATES TO HELP:

- GENERATE BUZZ
- EDUCATE YOUR
COMMUNITY AND
RAISE VOLUNTEERS
- GENERATE FUNDING



Planning Kit

USE THE AWARD
TEMPLATES:

- TO THANK
VOLUNTEERS
- TO ACKNOWLEDGE
CONTRIBUTIONS AND
ACCOMPLISHMENTS



Posters

DISTRIBUTE AROUND
YOUR LOCAL
COMMUNITY

- STORE WINDOWS
- CHURCHES & OTHER
GATHERING PLACES
- ASK NEIGHBORS TO
POST IN THEIR FRONT
WINDOWS



Posters

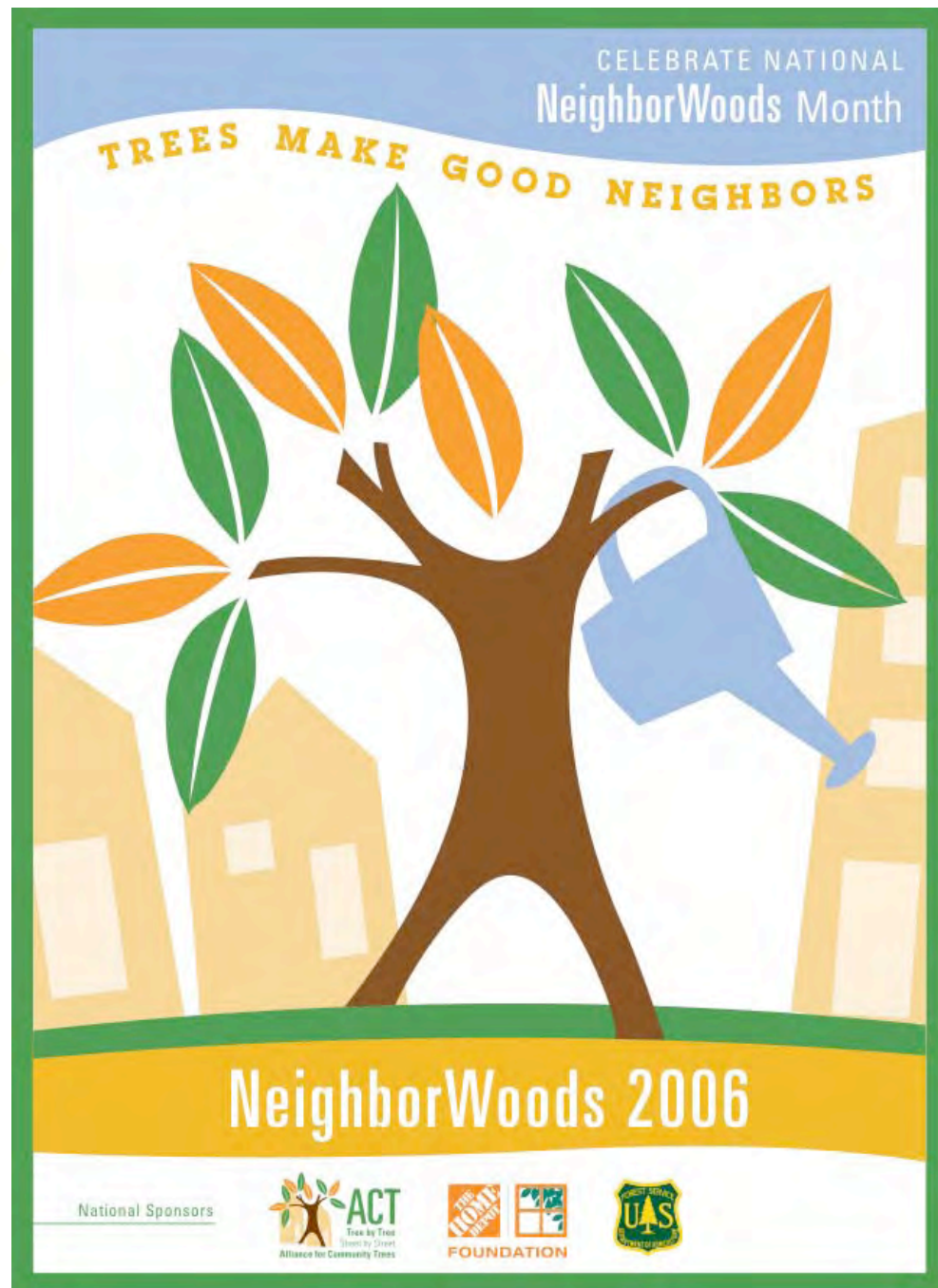
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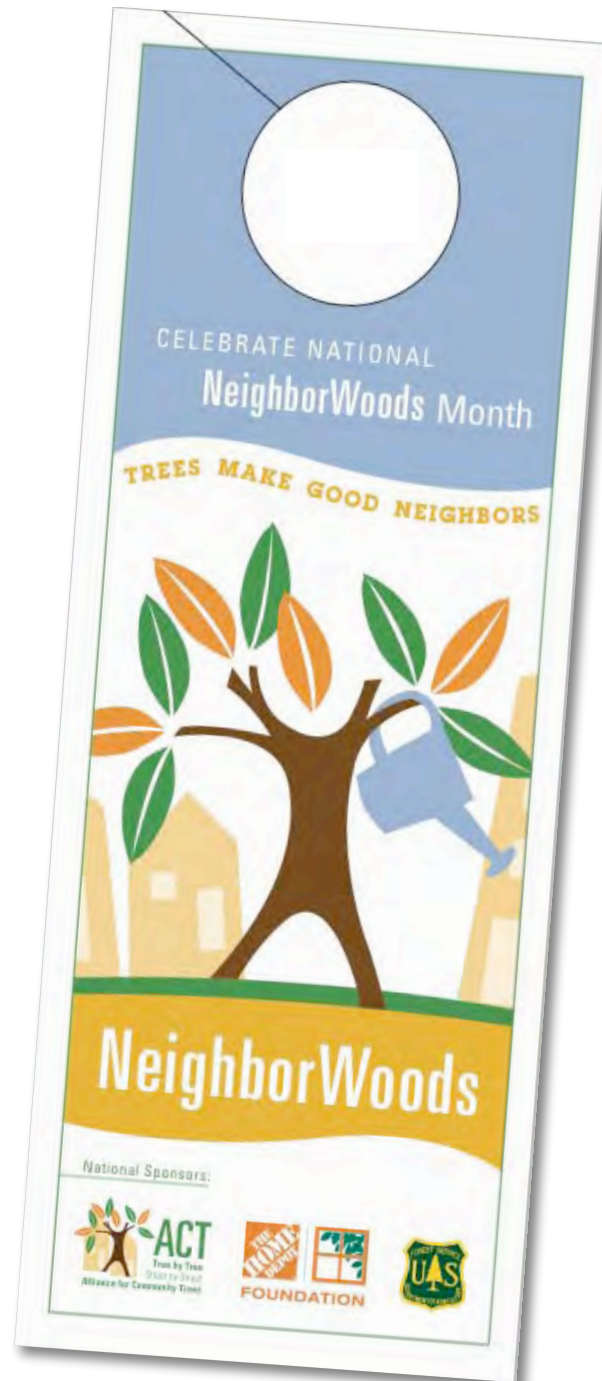
2006 Souvenir Poster

- GIVE TO DONORS OR PARTNERS AS A SPECIAL KEEPSAKE ITEM
- HANG IN A FRAME IN YOUR LOBBY OR COMMON AREA AT YOUR OFFICE
- AUCTION OFF AT A FUNDRAISING EVENT



Door Hangers

- BLANK ON BACK SO CAN BE CUSTOMIZED TO PROMOTE EVENT
- DISTRIBUTE DOOR-TO-DOOR
- ATTACH TO A TREE FOR TREE SALE



Banner

- DISPLAY IN A PROMINENT AREA FOR DAY OF EVENT
- USE AS A GATHERING PLACE FOR ACTIVITIES
- BE SURE TO TAKE PHOTOS INCLUDING THE BANNER FOR FUTURE MARKETING OPPORTUNITIES



Activity Cards

SET OF 3 ACTIVITY CARDS FOR KIDS:

- USE AS A GAME OR ACTIVITY FOR DAY OF EVENT
- GIFT SETS TO VOLUNTEERS OR DONORS
- FUTURE SETS COULD BE PACKAGED AND SOLD FOR FUNDRAISING



Retail Tag

- TAG TREES FOR TREE SALE
- PROMOTE A SPECIAL OFFER NEGOTIATED WITH A LOCAL NURSERY RETAILER
- COULD BE CUSTOMIZED WITH RETAILER LOGO



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