

## Tree of the Month Campaign

The Tree of the Month Campaign seeks to improve the care of the urban forest through positive messaging.

Every month the UFC will highlight one tree with a short bio including the common and botanical name, an image, and a short description of why this tree is being featured. The trees will be part of the SFE newsletter and highlighted through SFE's social media network. If the program is successful, there will be opportunities to incorporate the program into the SFE website redesign process.

This program will create educational and outreach opportunities for urban forest issues. The main focus will be to highlight proper pruning of public trees. Each tree should focus on a common specific pruning purpose or goal: clearance, light, thinning, etc.

While the focus is positive messaging, if it's needed a poorly pruned sample tree image can also be provided, i.e., the right way vs. the wrong way to do things.

Campaign trees can be highlighted for other purposes as well; Council members can use their discretion when choosing their tree.

The program will launch next month, in April 2011, for Earth Day. The first year will run as a pilot through Arbor Day 2012.

### Council members are asked for the following:

- Botanical Name
- Common Name
- Location of the tree
- 5-10 sentences describing the reason this tree is being highlighted
- 2-3 digital images

### Additional notes:

- Pick trees that the public can visit. (No backyard or private property trees.)
- It would be ideal to have a tree from each Supervisorial District.
- To be successful, this program requires input from every Council member. Each member needs to sign up for at least one month. Please do this before you leave today!
- All materials should be emailed to the Council Coordinator by the first week of the preceding month. (If you sign up for June, items should be sent to UFC Coordinator by the end of the first week in May.)