

COORDINATOR FAQ / GUIDELINES

Is this program really free?

- Yes! Our program is completely free and is funded by [generous individuals, organizations, and businesses](#).
- Neighborhood Forest is a 501(c)(3) non-profit organization (EIN: 86-2929372) dedicated to giving kids their very own tree every Earth Day.
- If your institution or others in your community would like to donate to our cause you can do so directly on [our website](#), our [fundraising campaign page](#), or a check can be sent directly to:
 - Neighborhood Forest
5244 Zenith Ave South
Minneapolis, MN 55410
- All donations are tax-deductible within the guidelines of U.S. law and are not an exchange for any goods or services.

How many free trees do we get?

- We supply trees to you based on the number of registrations you receive from parents in your community. It is okay if you are over or under your estimated number of students. We just ask for a minimum of 10 tree sign ups. Once you are enrolled in our program, you will be hearing from us in February about the parent registration process and next steps.

What is the registration deadline for parents?

- The parent registration deadline typically remains open for 2-3 weeks after your initial onboarding email (Check your email for this date! Your deadline will fall between February 28th and March 17th).

Can I register free trees for students as the coordinator instead of their parents/guardians?

- No, parents/guardians must register their child(ren) for a free tree. If you would like to purchase (extra) trees for a more general giveaway (and bypass the parent registration process), you may do so at \$5 / per (extra) tree before March 17th.

What kind of tree will we be getting?

- The exact species you will be receiving will be known in early April.
- Neighborhood Forest aims to provide native trees in all the regions we serve. Last year, we gave away [9 different species](#). We tend to provide species on a state-by-state basis and like to provide different species each year to provide variety and diversity of trees

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What if a family doesn't have a yard or place to plant their tree? Can they plant a tree in a pot and leave it indoors?

- Ideally, families should have a place to plant the tree in the ground, outside, in a permanent location where they can watch and care for its growth. Our trees are accustomed to being outside in the elements, so if parents do keep it in a pot for a year or two, be sure to keep it outside.
- We are looking for ways to provide something to grow for kids that do not have a yard or live in apartments. We hope to make these options available in the near future!

Do you have examples of how other libraries promote the program to drive parent registrations?

- Yes! Click on the following great examples:

[Example 1](#) [Example 4](#)

[Example 2](#) [Example 5](#)

[Example 3](#) [Example 6](#)

How will I know who registered and who gets trees?

- The designated coordinator at your institution will have access to the parent/child registration list, so you will know who has signed up for free and purchased trees. It is very important that the Coordinator works to ensure that everyone who has registered for trees (and / or bought additional ones) receives them.

When do our trees arrive and where will they be shipped?

- We aim to have all our trees shipped to arrive at your (institution's) door by April 20th. We ship to the address you provide us.

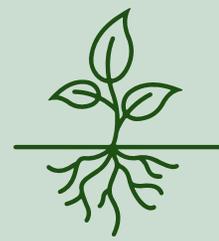
What do I do when the trees arrive?

- Keep the trees in a cool, shaded place until you are ready to unpack and distribute the trees to kids and families. Be sure the soil around the roots stay damp. If they are drying up, please spray them with water mist to keep them moist.
- Your tree shipment will come with rolls of biodegradable bags (25 / roll). When you are ready to unpack and distribute trees, place individual trees in biodegradable bags per each family registration order (e.g. one tree per bag for one child order, two trees in one bag for a two tree order, etc.).

How do we guide parents and families on tree care and planting instructions?

- We ask that you share the [tree planting guide](#) with all of your registrants via email around the time of tree distribution. We will also be emailing them; however, redundancy in communication never hurts!

PREPARING YOUR TREES TO HAND OUT!



Keep the trees in a cool, shaded place until you are ready to unpack and distribute the trees to kids and families. Be sure the soil around the roots stay damp. If they are drying up, please spray them with water mist to keep them moist.



Be sure to unwrap and separate the individual trees for bagging and distribution. This is not one tree! This is a bundle of 10-20 tree seedlings.



Unbundle the trees, separate them, and prepare them for bagging. We will provide biodegradable bags with your tree shipment (where applicable).



Engage children, families, and volunteers in the packing and distribution process.



Place individual trees in biodegradable bags per each family registration order (e.g. one tree per bag for one child order, two trees in one bag for a two tree order, etc.)



Some institutions go a step further and put the bagged trees in another paper bag. This is not essential, but the presentation does look nice!



Encourage parents to share a photo of their children planting their tree on [Facebook](#) or [Instagram](#)! We love seeing "then and now" photos!



2013 Svetlana



2019 Svetlana



Please share the [tree planting guide](#) with all of your registrants via email.

Thank you for helping us spread joy, beauty, and goodness!

