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# SAMPLE SOCIAL MEDIA POSTS FOR YOUR TreeDay

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## SOCIAL MEDIA POSTS TO ENCOURAGE NEIGHBORS TO REGISTER

### Initial Posts:

- We have exciting news! Our neighborhood has been selected by the non-profit TreesCharlotte to host a TreeDay. This means FREE trees for all residents. Register on the TreesCharlotte website at xxxxx.
- Our neighborhood, (give specific name or homeowners Association), needs you! In order to have a successful TreeDay event we need lots of participation by residents signing up for trees. Sign-ups will continue until one week before our event on \_\_\_\_\_. Deadline for tree sign-up is \_\_\_\_\_.

### Shorter Posts:

- Want to increase your property values and lower your energy costs? Sign up NOW to receive three free trees for your property. Contact \_\_\_\_@\_\_\_\_\_
- Have you heard the news? A TreeDay is coming to our neighborhood. Free trees, doughnuts and an opportunity to meet your neighbors. Want to attend? Contact \_\_\_\_\_@\_\_\_\_\_ for more information.
- Does your front or back yard need a new tree? Sign up to receive three free trees during our neighborhood event on \_\_\_\_\_(date). Contact \_\_\_\_@\_\_\_\_\_ for more information.
- Your neighbors signed up for free trees. It's not too late to do the same. Our TreeDay event will be held \_\_\_\_\_(date). Contact \_\_\_\_@\_\_\_\_\_ to sign up for your trees.

## SAMPLE SOCIAL MEDIA POST TO ENCOURAGE NEIGHBORS TO ATTEND

Our date is set! On \_\_\_\_\_, TreesCharlotte will help us host a TreeDay where you can select up to three trees to plant in your yard. Tree experts and volunteers will be on hand help you pick the right tree. Plus you'll learn how to care for your tree.

## SAMPLE EMAIL TEXT

The YOUR NEIGHBORHOOD and local non-profit TreesCharlotte are partnering up to offer FREE trees to NEIGHBORHOOD residents! You're invited to enjoy morning treats and hot drinks, talk to tree experts about the right trees for your yard, take a 15-minute tree-planting clinic and bring home up to 3 trees!

**Date:** XXX

**Time:** XXX

**Location:** XXX

**The trees:** A variety of species will be offered. Tree specs: 5-10 feet tall, 1-inch caliper, aged 2-4 years old, potted in 7-gallon containers. Trees would retail for \$75-\$150.

**Your cost:** XXXX (FREE/\$10/\$20)

**What participants need to bring:** XXX

**Tree clinic:** Every recipient must attend a tree-planting clinic and sign a stewardship pledge.

**Registration:** Opens XXX and closes XXX. Registration is required. If you register, you are expected to pick up trees the morning of DATE OF EVENT or arrange for somebody to pick them up for you. Registration does not guarantee species; all trees are first-come, first-served.

**Register today:** WEB LINK

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