



How you can help us promote our first big campaign to Kiwis



Trees That Count is an exciting, ambitious new programme inspiring every New Zealander to join the movement to plant millions more native trees for our future generations.

It's about planting trees that count – for climate change, for biodiversity and to restore and enhance our natural environment.

For 2017 we've set a challenge to New Zealanders to plant one tree for every Kiwi – that's **4.7 million trees**. But ultimately we want to see hundreds of millions more native trees planted to have a real impact on climate change.

We're a non-profit organisation, funded by The Tindall Foundation in collaboration with Pure Advantage, the Department of Conservation and managed by Project Crimson.

Can you help us promote our first big campaign to Kiwis?

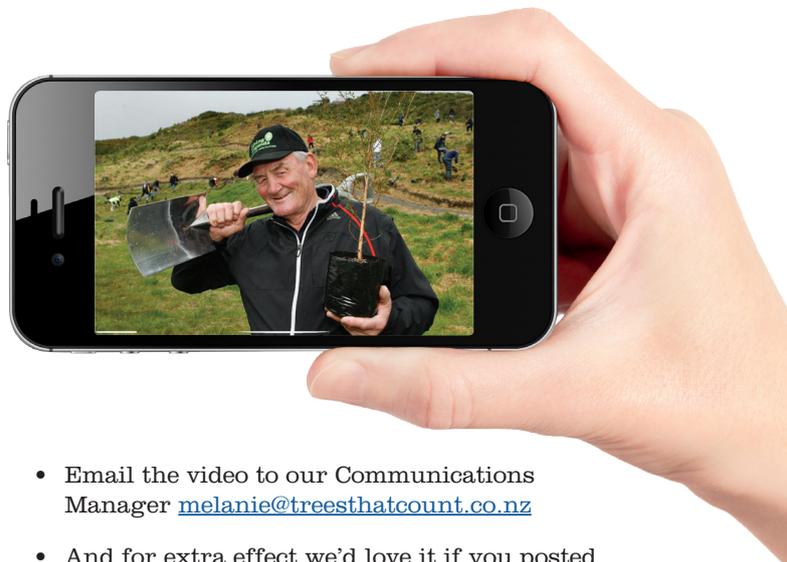
We're launching a campaign asking Kiwis to commit to planting a native tree on Arbor Day – 5 June 2017. We reckon we can create a real buzz here, and possibly set a record in New Zealand of the most trees ever planted in one day – by all kinds of people, from the bottom of the South to the top of the North.

Our website will keep a live tally of pledges, and we'll be pushing it mostly through social media. We want to see 100,000 trees or more planted on 5 June.

So what do we need from you?

We're wanting to capture endorsements from all sorts of high-profile Kiwis to build momentum in the lead up to Arbor Day. It's not a big ask, we would love it if you could...

- Take a short (15-20 second) video on a smartphone pledging your support to the campaign.



- Email the video to our Communications Manager melanie@treesthatcount.co.nz
- And for extra effect we'd love it if you posted it on your own social media channels and used the hashtag **#treesthatcount** as well as linking to our Facebook page www.facebook.com/TreesThatCount
- We know you have busy schedules so you may not actually plant the tree on 5 June, but we'd be thrilled if you did at some point and if you wanted to take another short clip showing your tree being planted (natives only though please!) then we'd love that too, but it's not essential.



Let's plant more native trees New Zealand

What should you say?

We don't mind how you pitch it, but to make it really easy here's some suggested scripts...



- “Hey New Zealand, I'm planting a native tree on Arbor Day with Trees That Count, will you join me? Visit www.treesthatcount.co.nz to find out how”
- “Kia ora, have you heard about Trees That Count? They've set a challenge to Kiwis to plant a native tree on Arbor Day. Join me! You can pledge to plant at www.treesthatcount.co.nz”
- “Hey Kiwis, join me and pledge to plant a native tree this Arbor Day. Visit www.treesthatcount.co.nz to find out how”
- “Come on Kiwis, let's all get behind Trees That Count. I'm planting a native tree. I hope you will do the same.”

Where should you film your clip?

Anywhere you like, though it may look more authentic if you are near some native trees, or in what could appear to be your backyard, or favourite native reserve. But if you want to film it from your desk then that is totally fine too!

What are we going to do with your video?

We will overlay your video with our logo and the hashtags and upload them onto our Facebook and Instagram accounts, and tag you in them.

We'll just be using them to promote our Arbor Day campaign for 2017, but if it's really successful and we want to run this event in 2018 we may get in touch with you again to ask your permission to use it again.

We won't be using them for commercials and if we get any requests from media for use of them (i.e. in a news piece), we will ask you first.



We would love it if you would help us kick off this movement to inspire more New Zealanders to plant more native trees, and help us on our way to an altogether greener Aotearoa.

Want more info?

Check out our website www.treesthatcount.co.nz or contact:

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