

Wider application

The following lessons can be learned from Trees for Cities' campaigns:

- High quality media can be used to present simple, clear environmental messages and technical and professional in-kind support can be secured from creative companies
- Involving celebrities in campaigns helps to raise profile and novel events help capture public and media interest
- Fundraising campaigns can be designed to enable people to make a practical and personal difference on the ground
- Fun events such as dance parties and carnival-style community planting days reach new audiences and encourage young people's involvement

Further information

National Urban Forestry Unit

This leaflet is one of a series produced by the National Urban Forestry Unit. NUFU is a charitable trust which provides a national focus for the exchange of information and good practice in urban forestry. If you would like further information on other case studies, or if you have examples of good practice to share, please contact:

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Further reading

Trees for Cities (2004) Trees for Cities Annual Report 2003/04. Trees for Cities, London

Trees for Cities (2004) Trees for Cities Update, newsletter: May 2004. Trees for Cities, London

The Trees for Cities web site: www.treesforcities.org

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Urban Forestry in Practice

High profile promotion of trees in towns and cities



CASE STUDY 52

High profile promotion of trees in towns and cities

Introduction

Bold, strategic urban forestry initiatives need an imaginative approach to fund-raising. Effective campaigns and promotions can play a key role in raising awareness of the many benefits that trees and woodlands provide in towns and cities. They can also help in securing resources for supporting tree planting and maintenance, as well as community, educational, social enterprise, training, volunteering and associated projects.

Specific example

Project name and location

TREES FOR CITIES' PROMOTIONAL CAMPAIGNS, LONDON, UK

Project partners

- Trees for Cities
- A range of supporters and celebrities as well as cash and in-kind sponsors

Project objectives

- To highlight the value of trees in London
- To raise awareness of the work of Trees for Cities
- To secure financial resources for the work of Trees for Cities

Project description

The charity Trees for Cities has run a number of successful promotional campaigns to raise funds and increase awareness of their tree-based environmental work in London. Some key examples are:

- *Million Trees for London.* This campaign was launched in June 2002 by Trees for Cities in association with the London Evening Standard. Its main aim is to plant a million more trees in London by 2010. Londoners were asked to support the campaign by sponsoring a site or an individual tree for £15 (or £1.25 per month) or have a tree dedicated with their own wording on a plaque for £175. The campaign was underpinned with media coverage in the Evening Standard. Suggs, from the band Madness, endorsed the campaign and two super-size posters, shot by David Bailey and Rolph Gobits, were displayed on Van Wagner's roadside billboard sites across London.
- *Fundraising dance parties.* Trees for Cities has thrown 30 fundraising dance parties in the past ten years at clubs such as The Cross, Ministry of Sound, 333, Scala and several underground venues as well as on Thames river boats and at the London Eye. Guest DJs have included Groove Armada, Pete Heller, Rocky and Diesel (X-Press 2) and Sancho Panza.



Linking trees with fun and relaxation is a very positive message

- *City Thumbprints advertisement.* Trees for London became Trees for Cities in 2003. The launch of Trees for Cities was supported by a City Thumbprints advertisement developed by a group of UK creative companies who gave their services for free. The 'infomercial' includes music specially written and performed by the Orb and has been shown on the CNN and Bloomberg television networks.

Posters on hoardings communicate simple messages effectively

- *Air Freshener campaign.* In 2003, Trees for London's 10th anniversary celebrations and the launch of Trees for Cities were supported by a major Air Freshener advertising campaign. Its design was donated by Spirit Advertising and free poster space was provided by Viacom Outdoor on the London Underground and on Van Wagner's billboards.



- *Celebrity picnic hampers.* In 2003, celebrities including Ali G, Diarmuid Gavin, Laurence Llewelyn-Bowen and Tara Palmer-Tomkinson donated designs for personalised picnic hampers. The hampers were auctioned by impressionist Alistair McGowan to raise funds for the charity.

- *Ben & Jerry's Seed the World tour.* Ben & Jerry's, the ice cream chain, promoted Trees for Cities' work in 2004 during a joint Seed the World Tour. The UK campaign began with a Free Cone Day Tour in London. Participating members of the public received two tubs, one containing free ice cream and the other a seed and mulch. They were also given information about Trees for Cities. The Ben & Jerry's tour bus, the Flying Friesian, also promoted Trees for Cities when it visited summer festivals.



Corporate sponsorship can reach a wider public

Results

These campaigns have been very successful in raising both funds and awareness of *Trees for Cities*'. The charity has been able to grow significantly, from six to 13 full-time and 3 part-time staff and from an annual income of £279 000 to £996 000 between 2000 and 2004.

Over 300 000 trees have already been planted as part of Trees for Cities' Million Trees for London campaign by the charity and other tree planting organisations in London such as Thames Chase Community Forest.