

Alliance for Community Trees  
Messaging Framework  
V1.3

**Company Name:**  
Alliance for Community Trees

**Tagline:**  
Woods for Neighborhoods

**Vision Statement:**  
Ensuring that every community receives the environmental, social, health, and economic benefits of trees.

**Mission:**  
Alliance for Community Trees (ACT) makes cities more livable and healthy by planting and caring for urban trees. Through its over 150 member organizations in North America, ACT helps bring people and organizations together to create a meaningful and lasting improvement to their community.

**Why Trees?**  
Trees can help communities thrive in so many ways, and nowhere is their presence more impactful than in an urban setting, where they stand as an evergreen symbol of hope and cooperation, as well as offering the city-weary a chance to convene with nature.  
There are countless proven ways that trees improve an urban environment, some of these include improving aesthetics, providing cleaner air, reducing crime, fostering education about and respect for nature, providing shade, and acting as a natural gathering point.

**Why ACT?**  
ACT is a national nonprofit organization that helps its coalition of grass-roots, action-oriented member organizations through advocacy and events on a local level. ACT helps convene its member organizations to share best practices and provide a long-term investment in people, neighborhoods, and trees.

**Okay, but how does ACT do this?**

## **Neighborhoods Programs**

NeighborWoods™ is Alliance for Community Trees' nationwide campaign to plant trees and improve communities through volunteerism at the local level. There are hundreds of NeighborWoods programs in cities and towns across America.

- **National NeighborWoods Month™**  
Every October, the NeighborWoods Network celebrates tree planting and

the spirit of volunteerism by drawing attention to the value of trees.

<http://neighborhoodmonth.org/home.html>

- **NeighborWoods Network™**

ACT's unique Internet community where local organizers collaborate and share success and strategies. Monthly webcasts, weekly newsletters, and discussion groups connect and educate ACT's extended network of tree advocates.

<http://actrees.org/site/whatwedo/nwNetwork.php>

- **NeighborWoods Grants™**

Alliance for Community Trees manages competitive pass-through grants funded by The Home Depot Foundation and others. Grants are awarded to the most innovative, promising approaches for using urban forestry to grow stronger, healthier neighborhoods.

<http://actrees.org/site/whatwedo/nwGrants.php>

## **Local Alliance Member Support**

Alliance for Community Trees helps its network of members and member organizations by amplifying their voices through support and training programs; and through successful program replication.

- **Community Tree Leadership Forum**

An intensive three-day training program designed to increase the impact of nonprofit and community organizations working on urban forest issues by providing training to strengthen management and leadership skills.

<http://actrees.org/site/whatwedo/communityTree.php>

- **ACT Annual National Conference**

ACT's annual member gathering includes panel presentations and round table discussions about city tree campaigns, and also honors our annual NeighborWoods Award recipients.

<http://actrees.org/site/whatwedo/trainings.php>

- **Membership Support & Training**

ACT provides low-cost trainings, scholarships, and a travel exchange program to encourage our member organizations to discover best practices and encourage replication of successful program models.

[http://actrees.org/files/Get\\_Involved/ACT\\_Membership.pdf](http://actrees.org/files/Get_Involved/ACT_Membership.pdf)

## **National Policy and Advocacy**

Alliance for Community Trees works to change national and local government policies that promote urban forestry. ACT partners with a diverse group of organizations to restore the urban tree canopy, wherever opportunities exist.

- ACT advocates for its members' interests and promotes urban forests at the federal level. ACT keeps members informed about legislation and federal program opportunities. ACT advocates for key pieces of legislation, and works with local leaders of our alliance to make a difference on the Hill.
- ACT empowers its members to be more effective local advocates for trees. Many ACT members effect changes in local development laws, tree ordinances, and other urban design policies to create healthier cities.
- ACT builds public-private partnerships with a diverse group of partners, from small non-profits to large corporate-funded foundations, to further its vision that trees are essential for clean, green, and healthy communities.