

Ready to start your own EnerTrees program?

Head on over to the Arbor Day Foundation's [web page](http://www.arborday.org/enertrees) (www.arborday.org/enertrees) and create an account to get started!

Here's a step by step guide to the process:

Step 1: Provide contact information for your organization and the program liaison.

Step 2: Answer questions about your shade tree program's budget and target audience. Get access to templates for marketing materials, including bill inserts, email blasts, brochures, and social media posts.

Step 3: As one way of protecting the integrity of your program as well as determining the appropriate species selection, you'll need to provide a list of the zip codes your program will serve (in Word, Excel or plain text form).

Step 4: Make decisions about how and which kinds of trees to offer:

- The maximum number of trees you will allow each customer to order.
- Whether you want to have the trees delivered through the mail to your customers (small saplings only) or provide them for pickup at a central location (allowing for larger specimens).
- Whether you want to provide the trees yourself (which allows for greater species choice and for you to exercise quality control) or if you prefer the Arbor Day Foundation to manage this part of the operation (the much simpler option).
- The species you want to offer your customers.

Step 5: To be sure you're only providing free trees to your intended recipients, you can choose between two methods for validating the customers (validation is optional):

- Account numbers or employee numbers: In this case, you provide a list (in Word, Excel, or plain text) of customer account numbers or employee numbers. The recipient must enter a number on this list to receive free trees.
- Custom promotion codes: Here, you provide recipients with a promotion code via email, flyer, bill insert, newsletter, etc. In this step, you upload a list of those codes (in Word, Excel, or plain text) and they are cross-referenced.



Step 6: Provide some final details here and incorporate some customizations:

- You can choose to provide customer support to participants yourself (via email or phone) or allow the Arbor Day Foundation to do so.
- You'll specify how the initial map should appear when recipients land on your site.
- If you have GIS data on locations of overhead or underground utilities, it can be uploaded here to help customers avoid obstructions.
- Default terms and conditions have been included, but you can customize the legal language.
- You can upload your logo for the header (maximum size 150 x 18 pixels) and a larger logo for the home page (maximum size 180 x 180 pixels).
- You can write custom introductory text for your program's home page.

Step 7: Review your application here and submit! The Arbor Day Foundation will contact you to discuss the final arrangements.



Growing Trees Make Great Neighborhoods

EnerTrees Checklist

- Your organization's contact and billing information
- Your budget for the shade tree program
- A list of the zip codes your program will serve (in Word, Excel or plain text form)
- Decisions about:
 - How many trees each participant can request
 - How you want the trees delivered (directly to customers or to you for distribution by your organization)
 - Where the trees will come from: you or the Arbor Day Foundation
 - Who will provide customer service: you or the Arbor Day Foundation
- A way to validate participants (in Word, Excel or plain text form):
 - A list of account numbers or employee numbers
 - Custom promotion codes
- GIS data on locations of overhead or underground utilities if you have it
- Legal language if you'd like to use your own
- Your logo for the header (max 150 x 18 pixels)
- Your logo for the home page (max 180 x 180 pixels)
- Intro text for the home page

