



**TREES**  
FOR WILDLIFE™

## Trees for Wildlife Guidelines for Spring 2020

The National Wildlife Federation (NWF) provides free native tree seedlings to our partners who in turn plant them at local restoration projects or community tree giveaway events. NWF partners must have a plan to care for the trees after planting. NWF partners include NWF Affiliates, Eco Schools, Schoolyard Habitats and Community Wildlife Habitats. Through this effort, NWF and its partners are creating wildlife habitat, connecting people (especially kids) with nature and educating students and citizens about the critical role native trees play in our communities for both wildlife and humans.

### **Who May Apply**

NWF Affiliates, Eco-Schools, Schoolyard Habitats, Community Wildlife Habitats and other NWF partners may apply through the [online application](#). If you are not sure if you are eligible to apply, DO NOT fill out the application form. Please contact us at [trees@nwf.org](mailto:trees@nwf.org).

### **Types of Events**

Events must be able to use a minimum of 100 trees for all events types. Applications with under 100 trees requested will not be considered. Applicants can choose one of three different types of events on their application-either a tree planting at a physical location, a community giveaway or a combination of the two.

1. **Tree Planting Events:** Applicant organizes a native tree planting event at a physical location by inviting individuals to participate in planting, mulching and watering trees. The event may include a workshop or speakers, depending on the nature of the event. Events must be able to use a minimum of 100 trees for all events types. Applications with under 100 trees requested will not be considered. Additional consideration will be given to locations that can utilize large quantities of trees (500 and up).
2. **Community Giveaway Events:** Applicant organizes a community giveaway for native trees to be planted by individuals either at their home or another suitable location. Applicant must collect the contact information of those that receive trees and provide the contact information to NWF to follow up and ensure the tree was planted and is properly cared for.
3. **Combination Event:** Applicant organizes both a native tree planting event and a giveaway portion of the event. Participants plant trees and instructions are available on how to plant and care for a native tree that will be planted at home. Applicant must collect the contact information of those that receive the trees and provide the list to NWF.

### **Requesting Native Trees**

Native trees requested will be sourced through NWF collaborating nurseries and shipped directly to the applicant. If our collaborating nurseries are not able to supply tree seedlings or if you prefer to work with a local nursery, NWF can directly reimburse the local nursery up to \$1.00 per tree seedling. If you are working with a local nursery, the number, type and cost of the trees must be approved by NWF prior to the event. NWF will NOT reimburse for non-native trees or any plant classified as a “shrub” only by the USDA. Please contact us with any questions about seedlings availability at [trees@nwf.org](mailto:trees@nwf.org).

### **Responsibilities and Acknowledgements**

Any applicant that receives native trees must complete the following activities:

1. Write and distribute to local media a press release or advisory about the event which acknowledges that NWF donated trees. You can find a press release template at [www.nwf.org/trees](http://www.nwf.org/trees).
2. After the event, submit an event summary (including photos) to NWF and post about your event on social media.
3. Acknowledge NWF's donation of tree seedlings at the event, either through signage, a program or during remarks. (Suggested language is available upon request.)
4. Post event photos to NWF's Trees for Wildlife Flickr site, [www.flickr.com/groups/treesforwildlife](http://www.flickr.com/groups/treesforwildlife).

### **Support Materials for Applicants**

NWF provides applicants with support materials for events at [www.nwf.org/trees](http://www.nwf.org/trees) including:

1. Educational activities (age-appropriate), which can be used for events or provided to families or educators
2. A tree planting event guide, which includes information on planning the event, tree planting and tree care

### **How to Apply**

For Spring 2020 events, complete the NWF application online before Friday, Feb. 28<sup>th</sup>, 2020.

If you are unsure of the best time of year to plant trees in your area, please refer to the [NWF Trees Planting "How-To Guide"](#) for guidance.

### **Application Review**

All applications will be reviewed by NWF Trees for Wildlife staff. Notifications of approval or denial will be sent via email within about 10 business days after the application date, selected and non-selected applicants may reapply each season. The number of applications approved is based on the number of trees available, how closely the application adheres to one or more of the priority criteria and responses to application questions. Please contact staff members with any questions, comments or suggestions about the program at [trees@nwf.org](mailto:trees@nwf.org).