

Recruit a Neighbor

The Connection

As you go through this certification process the landscape where you live might start to look different and these changes create a great opportunity to talk with your neighbor or share the excitement on your network! Explain why you are making these changes and recruit your neighbor through this process. This helps expand on the good things happening at your home.

Take Action Individual

Help recruit members to sign-up for the certificate program and earn 1 acorn when they register! It does not have to be a next-door neighbor but anyone in your network.

Acorns



Tracks



Instructions

- ☐ Encourage new members to get their property certified! You must use your social media, listservs, or newsletters to promote the City Forest Certification and encourage new members to sign-up at least once.

Recruiting a Neighbor Tips

Working Together

As you go on this journey to make the property city forest certified, some of the practices might change and the property might begin to look different. You can talk to your neighbors about what you are planning to do and share information about the City Forest Certification. You can also let them know there might be things you and your neighbors can do together. Check out the list below and if you think one (or more) of these might be of interest to your neighbor it would be a good way to introduce them to the program:

- Joint water runoff problem? Get together to make rain gardens
- Share a compost pile or compost service
- Trade-off recycling center trips or sharing a recycling service
- Strategically plan and plant trees to maximize passive heating/cooling for both properties
- Make a pollinator garden together
- Volunteer together or attend your neighborhood meetings together
- Jointly host a social, seed swap, or participate in garden tours together
- Plant or take care of your street trees together
- Build bat houses or butterfly puddles together
- Make your shared fences better for trees and wildlife together
- Share garden tools
- Split plant orders
- Help each other on projects and share skills, if you can share what you have learned with your neighbor it might make it easier for them to participate!
- And many other ideas!

Keep Communicating

It might be that you and your neighbors have very different ideas on how to manage

land and how land should look which is OK! While we would love for your neighbor to be recruited into the program and start participating in ways that are meaningful to them, it is of benefit to you both to learn about each other's perspectives and keep the line of communication open, especially when you do not agree. Keep in mind your neighbors not be aware that there are alternatives and even if they are, you must respect their decision and find ways for you both to safely move forward. Always keep an open mind and treat your neighbors with kindness and respect. (Wolfe, 2021) (Yuko, 2021).

Press Release Examples for Social Media

Instagram/Twitter/Facebook

Standard Certification

[Enter organization name] is so excited to be participating in Trees Atlanta's City Forest Certification Program! The City Forest Certification program empowers neighbors to showcase exceptional tree stewardship by choosing from and implementing different goals (with as many as 37 different goals to choose from). With the program's help, we have *[enter something of your choosing eg: volunteer planting trees with Trees Atlanta, installed a rain garden, added canopy cover, planted fruit trees, and made my glass bird-safe]*. [Enter organization name] is working to meet certification as a community site and you can join the forest as either a residential or a community site by visiting www.treesatlanta.org/programs/city-forest-certification/ and listing [enter organization] as a reference. The program is flexible and there are ways to get certified and participate even in if you live in an apartment without a yard. You can also follow them on Instagram @cityforestcertification for updates and tips! All of us have a role to play; collectively, we grow the forest!

Instagram: Stewardship Track

[Enter organization name] is so excited to be participating in Trees Atlanta's and *[enter choice: Birds Georgia, Atlanta Firefly Project, etc.]* City Forest Certification Program! The City Forest Certification program empowers neighbors to showcase exceptional tree stewardship by choosing from and implementing different goals that support both trees and *[enter choice: birds, fireflies, water, climate, etc.]*. With the program's help, we have *[enter something of your choosing eg: volunteer planting trees with Trees Atlanta, installed a rain garden, added canopy cover, planted fruit trees, and made my glass bird-safe]*. [Enter organization name] is working to meet certification as a community site and you can join the

forest as either a residential or a community site by visiting www.treesatlanta.org/programs/city-forest-certification/ and listing [enter organization] as a reference. The program is flexible and there are ways to get certified and participate even in if you live in an apartment without a yard. You can also follow them on Instagram @cityforestcertification for updates and tips! All of us have a role to play; collectively, we grow the forest!



Press Release Examples for a Newsletter

Standard Certification

Recently [Enter organization name] has been busy! [enter some descriptions or activities of your choice like as; Our marketing team went out last month and helped plant oak trees with Trees Atlanta; here are some pictures showing our new windows! The sales team got together over lunch to apply window decals on our exterior windows to prevent bird-glass collisions...].

All of these tree-friendly activities are inspired by Trees Atlanta's City Forest Certification Program in which [Enter organization name] is excited to be participating. With the program's help, we use videos and written instructions to accomplish tree-friendly goals and collect points (called acorns) as we go! Once we earn enough acorns, we will be certified as a community site. You can join the forest as a residential or community site by visiting www.treesatlanta.org/

[programs/city-forest-certification/](#) and listing [enter organization] as a reference. You can also follow them on Instagram @cityforestcertification for updates and tips! All of us have a role to play; collectively, we grow the forest.

Stewardship Track

Recently [Enter organization name] has been busy! *[enter some descriptions or activities of your choice like as; Our marketing team went out last month and helped plant oak trees with Trees Atlanta; here are some pictures showing our new windows! The sales team got together over lunch to apply window decals on our exterior windows to prevent bird-glass collisions...]*.

All of these tree-and-[enterchoice: birds, fireflies, water, climate, etc.]-friendly activities are inspired by Trees Atlanta's and [enter partner organization: Georgia Audubon, Atlanta Firefly Project, Food Well Alliance, etc.] City Forest Certification Program in which [Enter organization name] is excited to be participating. With the program's help, we use videos and written instructions to accomplish goals and collect points (called acorns) as we go! Once we earn enough acorns, we will be certified as a community site! You can join the forest as a residential or community site by visiting www.treesatlanta.org/programs/city-forest-certification/ and listing [enter organization] as a reference. You can also follow them on Instagram @cityforestcertification for updates and tips! All of us have a role to play; collectively, we grow the forest.

References

Wolfe, M. (2021, July 30). Pesticides and Property Lines: How To Talk to Neighbors About What They're Spraying. Bob Vila.
<https://www.bobvila.com/articles/pesticides-and-property-lines-how-to-talk-to-neighbors/>

Yuko, E. (2021, August 6). Yes, You Need to Talk to Your Neighbors If You Insist on Using Pesticides. Life Hacker.
<https://lifehacker.com/yes-you-need-to-talk-to-your-neighbors-if-you-insist-on-pesticides-1847435793>

