

**Steps to Follow for Plant Michigan Green<sup>sm</sup>  
Tree Planting Ceremony**  
In conjunction with Earth Week  
April 19 – 24, 2009

- 1. Contact Local Official**
  - School Superintendent, principal, mayor, etc.
- 2. Pick a Place and Time**
  - Prefer planting on Earth Day, April 22<sup>nd</sup>, but anytime that week will work.
  - Prefer planting at schools.
- 3. Get MNLA office Information for Certificates that'll be presented to Officials and so we can also send out Press Releases for your Event**
  - Name of Location (who it's being planted for)
  - Name of Local Official
- 4. Contact MNLA office to get PlantMichiganGreen.com<sup>sm</sup> yard signs.**
- 5. Contact Local Press**
  - Using the press release template, fill in the information specific for your tree planting events and send it of to your local newspapers, radio stations, and television stations.
- 6. Meet Local Official at the Site**
  - Go over location, etc. Call Miss Dig if necessary.
  - Have the Official fill out the Plant Michigan Green "Before" Survey
- 7. Let Local Official Know that you want an Audience**
  - Students and teachers, this is a learning experience.
- 8. Hole should be Pre-dug for the Ceremony**
- 9. Bring your Camera the day of the event and take lots of Pictures**
- 10. Distribute Handouts to all Attendees and Participants**
- 11. Proceed with Ceremony Script**
  - Make sure you engage the audience. At the end, make sure attendees help with the actual planting.
- 12. Plant the Tree**
- 13. Present the Local Official with the Certificate**
- 14. Discuss Maintenance and let the Officials know that this is their Responsibility.**
  - Have the Official fill out the Plant Michigan Green "After" Survey
- 15. Send MNLA office Pictures of Your Tree Planting Ceremony and the Companies involved in making this happen, for recognition in The MI Landscape.**