

**Steps to Follow for Plant Michigan Greensm
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 22nd, 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.comsm 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.