****

**SnowCare for Troops Awareness Week
November 5-11, 2017**

When the temperatures start to plummet and the winds start blowing, it signifies that winter has arrived and the snow and ice aren’t too far behind. It also means it’s time for homeowners to make sure the snow blower fires up and you have a shovel or two handy for the first winter blast.

For families of deployed military personnel and wounded or disabled veterans clearing driveways and sidewalks can be a real challenge. To meet the challenge, Project EverGreen, in partnership with BOSS Snowplow, established the SnowCare for Troops initiative to provide complimentary snow and ice removal services to these deserving individuals.

As the program enters its eighth year, Project EverGreen is celebrating **SnowCare for Troops Awareness Week**. To help our volunteers promote their participation in the program we have created a volunteer tool kit with a customizable press release, infographic and suggested social media posts.

We encourage you to share information about your involvement with SnowCare for Troops with the local media, civic and veterans groups in your community. Project EverGreen would also like to recognize BOSS Snowplow for their support of the program.

Thank you again for your participation and support of this valuable program.

Cindy Code Dan Carrothers
Executive Director President
Project EverGreen Project EverGreen

****

**SnowCare for Troops
Promotional Tool Box Index**

1. How To Promote Your Company’s
Participation in SnowCare for Troops
2. DIY Press Release
3. SCFT Logos
4. Social Media Tags/Suggested Posts/Logos
5. SCFT Awareness Week Infographic
6. Media Talking Points and Facts & Figures
7. Tips for Earning Media Coverage
8. How To Order Your SnowCare for Troops Truck Sticker

**Follow Project EverGreen on Social Media**

**Twitter**
@ProjectEvrGreen

**Facebook**
Project EverGreen

**You Tube**
Project EverGreen

**How to Promote Your Company’s
Participation in SnowCare for Troops**

Your commitment to being a SnowCare for Troops volunteer deserves recognition and Project EverGreen offers the following tips to make sure your good work on behalf of military families and veterans with service-connected disabilities is recognized in your company and in the community.

**Engage Your Employees**

* Share the news with your employees via email or text
* Promote your involvement in the breakroom or employee newsletter
* Have your crew managers share the news during meetings and training sessions
* Have your employees update their email signature line. For example: “YOUR COMPANY NAME Is A Proud Project EverGreen SnowCare for Troops Volunteer”

**Take Advantage of Social Media**

* Publicize your involvement on social media including Facebook, Twitter, LinkedIn, etc. (see **Social Media Tags & Suggested Posts)**
* Change your profile picture and cover photo to the SCFT logo (**included in your** **Promotional Tool Box**)
* Ask employees to share news of your involvement via social media and “like” or retweet related posts from your company outlets
* Upload the SnowCare for Troops video or one of your own to your company’s YouTube channel or website (**see SnowCare for Troops video**)
* Publish a blog post announcing your involvement with SnowCare for Troops

 **Update Your Website**

* Place the SnowCare for Troops anniversary logo and infographic (**included in the Promotional Tool Box**) on your home page
* Like and follow Project EverGreen’s Facebook (Facebook/Project EverGreen) and Twitter (@ProjectEvrGreen)
* Promote your involvement in SnowCare for Troops on the About Us or Community page
* Create a separate SnowCare for Troops page on your website and include the logo and photos of your crews helping military families or veterans

**Promoting To Your Community**

* Share a press release (**see DIY Press Release**) with customers, local media and related green industry organizations in your state
* Share your story with local TV, radio and newspapers (see **Tips for Earning Media Coverage)**
* Add the SnowCare for Troops logo to your marketing collateral, letterhead, vehicle signage, etc.)
* Request a complimentary SnowCare for Troops truck logo (see **How to Order Your
SnowCare for Troops Truck Sticker)**
* Have a banner made to hang in your office or display at industry/community events

**NEWS RELEASE FOR IMMEDIATE RELEASE**

**<INSERT COMPANY LOGO>**

**Contact:**

<First Name><Last Name>

<Company Name>

<Phone Number> <Email Address>

 **[Company Name] Is Helping Local Military Families and Veterans Battle Snow and Ice This Winter**

***November 5-11, 2017 Is SnowCare for Troops Awareness Week***

[City], [State] (Date) – For families of deployed military personnel and post 9/11 veterans with a service-connected disability clearing driveways and sidewalks of snow can be a real challenge. To meet that challenge Project EverGreen established the SnowCare for Troops program to provide complimentary snow and ice removal services to these deserving individuals.

To raise awareness of this growing need, Project EverGreen is recognizing November 5-11, 2017 as National SnowCare for Troops Awareness Week.

[Company Name] of [Local Town Name] is proud to participate in the observance of a program that provides families of currently deployed military personnel as well as post 9/11 wounded/disabled veterans with complimentary snow and ice removal.

[Company Name] is one of landscape and snow removal professionals across the country that donates its services and time to ease the burden on military families or disabled and wounded veterans needing assistance.

“We’re proud to support the SnowCare for Troops program and lend a hand to help our local military families and veterans who already carry so much on their shoulders, the last thing they should be worrying about is shoveling their driveway or sidewalk,” said [Name and Title] of [Name of Company]. “This is just one small way that we can say thank you for their dedication to our country and military service.”

Since SnowCare for Troops was launched in 2010 more than 5,000 military families and veterans across the country and more than 1,500 landscape and snow removal contractors have registered to receive or provide these much needed services but there is always room for more as the need grows.

BOSS Snowplow is a Platinum Partner of the SnowCare for Troops program.

[Company Name] is urging interested military families and post 9/11 wounded/disabled veterans to register for participation in the SnowCare for Troops program by calling Project EverGreen at 888.611.2955 or registering online at [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org)

**# # #**

# *About [Company Name]*

# ***[Add a brief paragraph here about your company, what your principal business is, where you are located and other pertinent details.]***

****

**SnowCare for Troops Awareness Week
Suggested Social Media Posts**

November 5-11, 2017 is SnowCare for Troops Awareness Week to promote and raise awareness about a program that provides complimentary snow and ice removal services to families of currently deployed military personnel as well as post 9/11 veterans with a service-connected disability.

During SnowCare for Troops Awareness Week, we encourage you to devote your company’s social media efforts to raise awareness for a program that helps thousands of our nation’s heroes.

Use the hashtag **#SnowCareforTroops** in your posts and interactions on Twitter and Facebook, and don’t forget to share Project EverGreen’s Facebook posts and re-tweet tweets from @ProjectEvrGreen.

Also feel free to update your company’s Facebook cover photo and Twitter background with the SnowCare for Troops logo that can be found on the SCFT volunteer page on our website.

**Suggested Facebook Posts**

* Let it snow, let it snow, let it snow. We have military families covered. Register to be a SnowCare for Troops volunteer <http://bit.ly/2fyOSqI> #SnowCareforTroops #BOSSSnowplow
* Melt away the worry about snow and ice for military families and register to be a SnowCare for Troops volunteer <http://bit.ly/2fyOSqI> #SnowCareforTroops #BOSSSnowplow
* Giving is far better than receiving. Register to be a SnowCare for Troops volunteer today at
* Start an avalanche of volunteers in your community and register to be a SnowCare for Troops volunteer today at [<http://bit.ly/2fyOSqI>](http://www.projectevergreen.org) #SnowCareforTroops #BOSSSnowplow
* Make sure military families and wounded and disabled veterans are in the clear this winter and register today to be a SnowCare for Troops volunteer. Register today at <http://bit.ly/2fyOSqI> #SnowCareforTroops #BOSSSnowplow
* Push and plow for military families and wounded or disabled veterans this winter and register today to be a SnowCare for Troops volunteer. Register today at <http://bit.ly/2fyOSqI> #SnowCareforTroops #BOSSSnowplow
* Can we count you among the ranks of SnowCare for Troops volunteers? If so register today at <http://bit.ly/2fyOSqI> #SnowCareforTroops #BOSSSnowplow
* Help us deliver the goods for military families and disabled veterans and register today to become a SnowCare for Troops volunteer at <http://bit.ly/2fyOSqI> #SnowCareforTroops #BOSSSnowplow

 **Twitter Posts**

* Have no fear when the blizzards are near #SnowCareforTroops has it covered @ProjectEvrGreen @BOSSSnowPlows <http://bit.ly/2fyOSqI>
* We show snow and ice who’s boss Get involved #SnowCareforTroops @ProjectEvrGreen @BOSSSnowPlows <http://bit.ly/2fyOSqI>
* Blowing and drifting doesn’t bother us #SnowCareforTroops @ProjectEvrGreen @BOSSSnowPlows <http://bit.ly/2fyOSqI>
* Give #SnowCareforTroops a push today @ProjectEvrGreen @BOSSSnowPlows <http://bit.ly/2fyOSqI>
* Giving back to military families one plow and push at a time #SnowCareforTroops @ProjectEvrGreen @BOSSSnowPlows <http://bit.ly/2fyOSqI>
* We like being knee deep in flakes #SnowCareforTroops @ProjectEvrGreen @BOSSSnowPlows <http://bit.ly/2fyOSqI>

**Official Social Media Tags**

#SnowCareforTroops

#SnowCareforTroopsSeason

#ProjectEverGreen

#BOSSSnowplow

@ProjectEvrGreen

@BOSSSnowPlows

<http://bit.ly/2fyOSqI> - Link to SnowCare for Troops registration page

**
SnowCare for Troops Awareness Week
Talking Points, Facts & Figures**

November 5-11, 2017 is SnowCare for Troops Awareness Week, a Project EverGreen-sponsored initiative to raise awareness about a program that provides complimentary snow and ice removal services to families of currently deployed military personnel and post 9/11 veterans with a service-connected disability.

Please take a moment to read through these talking points describing the SnowCare for Troops program prior to contacting the media. When doing an interview, it is a good idea to have a copy with you for reference.

**What is the SnowCare for Troops program?**SnowCare for Troops is a nationwide outreach program sponsored by Project EverGreen and our company to provide complimentary snow and ice removal services for families of deployed military personnel and post 9/11 veterans with a service-connected disability.

**What is SnowCare for Troops Awareness Week?**

SnowCare for Troops Awareness Week raises awareness with military families and veterans about the services available, as well as recruit additional volunteers to provide these valuable services.

**What is Project EverGreen?**Project EverGreen is a national non-profit organization representing green industry service providers, associations, suppliers, distributors and individuals. Project EverGreen’s vision is to create a greener, cooler Earth that results in healthier, happier people and raise the awareness of the environmental, economic and lifestyle benefits of managed yards, parks and green spaces.

**How can military families interested in participating apply for the program?**Families may register online at the Project EverGreen website at[www.ProjectEverGreen.org](http://www.ProjectEverGreen.org) or by calling Project EverGreen’s Ki Matsko or Nici Trem at 888/611-2955

**What other programs does Project EverGreen sponsor?**Project EverGreen currently sponsors the award-winning GreenCare for Troops and “Healthy Turf. Healthy Kids.” ™ and the Environmental Communicator of the Year Award.

**Questions you may be asked that you should prepare your own talking points for:**

* How many families or wounded/disabled veterans do you currently provide plowing and ice removal services for?
* How many families will you accept?
* Why are providing these services so important to the families and wounded/disabled veterans?

 **Facts & Figures**

Refer to the SnowCare for Troops Awareness Week infographic

**Tips for Earning Media Coverage**

 **Create A Story You Could See A Reporter Covering *Before* You Contact Them**

Reporters need more than just a big idea to sell a story to their editor or assignment editor. Think like a journalist and determine what angle is most appealing, who can they interview and what information will they need to make the story more colorful and interesting? Having this information before you call or email a reporter will make it easier for them and their editor and producer to say “yes.”

**Make Reporters Care About Your Pitch**

Make sure your email or voice mail message leaves a good first impression on the reporter or assignment editor. Cut to the chase quickly and use bullet point summaries when sharing information. Avoid long-winded or flowery messages but do include emotion about the mission and positive impact SnowCare for Troops has on both recipients and volunteers.

**Be Easy To Work With**

There are many organizations seeking coverage for their projects and events so make it easy for reporters to work with you. Be flexible on interview times or providing background when the reporter is doing their research. Don’t overdo it with emails and anticipate a reporter’s questions ahead of time so you can be ready to respond.

**Pick Up The Phone**

Don’t rely solely on email to contact a reporter or assignment editor. Yes, they do appreciate the convenience of email in sharing information but there is nothing wrong with picking up the phone and giving your pitch. Make your call quick and time it right – a few hours after you send your email is good. Also make sure to call the right reporter whose beat focuses on veterans or military issues, non-profits or the environment.

**Send Thank You Notes**

Make sure to follow up with a quick thank you email to the reporter after the story runs and stay in touch with that reporter. Make yourself an expert resource the reporter can turn to when/if a story comes up on local businesses helping veterans and military families.

Remember, there is never any guarantee of media coverage but following these steps will help get you on the right path to having your SnowCare for Troops efforts earn coverage.

*Source: Information adapted from an article that appeared in Ragan’s PR Daily*

****

**How to Order Your
SnowCare for Troops Truck Sticker**

Show your SnowCare for Troops Initiative pride and promote your company's commitment to serve families of deployed military personnel and post 9/11 service-connected wounded/disabled veterans with a SnowCare for Troops truck sticker.

To receive two (2) free vehicle stickers (shown at right) current volunteers need to update their online profile at [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org)

 **Program Contacts**

**Ki Matsko**

**Regions:** New England, Mid-Atlantic and West
kimatsko@projectevergreen.org
**Direct line:** 440-290-4522

**Nici Trem**

**Regions:** Great Lakes and Northwest
nicitrem@projectevergreen.org
**Direct line:** 440-290-4468