



Promote Your Participation in the GreenCare for Troops Initiative

A managed lawn and yard provides vital green space for military personnel and veterans to re-connect with their loved ones and to rehabilitate from injuries. Delivering the services needed to create thriving outdoor spaces that provide military families and post 9/11 veterans with a service-connected disability with peace of mind is what the [Project EverGreen](#) GreenCare for Troops program is all about.

GreenCare for Troops provides complimentary basic lawn care and landscape services to these deserving military families. From back yards for service dogs to run in, to green gardens for disabled veterans to reflect in, thriving lawns, trees and plants go beyond the aesthetics; they provide individuals with the ability to actively participate in creating a greener, healthier, cooler Earth.

As the program celebrates its 12th year Project EverGreen proudly recognizes our volunteers and military heroes year-round, and also with special appreciation during **National GreenCare for Troops Awareness Week, June 11, 2018.**

We know your local community wants to know about your generous participation in GreenCare for Troops. To help you promote your participation in the program and raise awareness of the mission of the initiative, we have created a **Promotional Tool Box** that makes it easy to spread the word.

We encourage you to share information about your involvement with GreenCare for Troops with the local media, civic and veterans groups in your community.

Project EverGreen would also like to recognize [Nufarm](#) and [The Toro Company](#) for their support.

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

Cindy Code
Executive Director
Project EverGreen

Dan Carrothers
President
Project EverGreen



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Follow Project EverGreen on Social Media



@ProjectEvrGreen



How to Promote Your Company's Participation in GreenCare for Troops

Your commitment to being a GreenCare for Troops volunteer deserves recognition and [Project EverGreen](#) offers the following tips to make sure your good work on behalf of military families and post 9/11 veterans with a service-connected disability 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 GreenCare 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 GCFT 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
- ✓ Publish a blog post announcing your involvement with GreenCare for Troops

Update Your Website

- ✓ Place the GreenCare for Troops 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 GreenCare for Troops on the About Us or Community page
- ✓ Create a separate GreenCare 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 GreenCare for Troops logo to your marketing collateral, letterhead, vehicle signage, etc.)
- ✓ Request a complimentary GreenCare for Troops truck sticker (see **How to Order Your GreenCare 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 YOUR COMPANY LOGO>

Contact:

<First Name><Last Name>

<Company Name>

<Phone Number> <Email Address>

[[Company Name] Joins National GreenCare for Troops Initiative to Support Local Military Families

[Company Name] of [Local Town Name] has registered to be a volunteer with the [Project EverGreen](#) GreenCare for Troops initiative, a program designed to provide lawn care and landscape services to families of currently deployed military personnel as well as post 9/11 veterans with a service-connected disability at no charge.

[Company Name] will participate with lawn care and landscape professionals from across the country that donate their services and time to ease the burden on military families or disabled and wounded veterans needing assistance with services.

From back yards for service dogs to run in, to green gardens for disabled veterans to reflect in, thriving lawns, trees and plants go beyond the aesthetics; they provide individuals with the ability to actively participate in creating a greener, healthier, cooler Earth.

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

GreenCare for Troops was launched in 2006 and since its inception more than 10,000 military families and 6,000 lawn and landscape contractors have registered to receive or provide services.

[Company Name] urges interested military families and qualifying disabled veterans to register for participation in the GreenCare for Troops program online at www.ProjectEverGreen.org or calling 888/611-2955 for additional information.

##

About [Company Name]

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

About Project EverGreen

Headquartered in Cleveland, Ohio, [Project EverGreen](#) is a national non-profit committed to bringing people together to make a difference in how yards, parks and communities creating a greener, healthier, cooler Earth by supporting the creation and revitalization of managed green spaces that result in healthier, happier people. Additional Project EverGreen initiatives include GreenCare for Troops,[™] SnowCare for Troops[™] and Healthy Turf. Healthy Kids. [™]

Follow Us on Social Media





GreenCare for Troops Social Media Tags & Suggested Posts

Social media can raise the profile of your company as well as support the mission of the GreenCare for Troops program. We encourage you promote your company's participation on your social media accounts to raise awareness for a program that helps thousands of our nation's heroes.

Use the hashtag #GreenCareforTroops in your posts and interactions on Twitter, Facebook and LinkedIn. Remember to tweet @ProjectEvrGreen and we will like and retweet your post. You can also share, like and retweet Project EverGreen's social media posts.

Also feel free to update your company's Facebook cover photo and Twitter background with the GreenCare for Troops logo that can be found in this Promotional Took Box.

Facebook Posts

- Did you know **#INSERT YOUR COMPANY NAME** is a proud volunteer of the #GreenCareforTroops program that has provided more than \$8 million in free lawn care and landscape services to military families and post-9/11 veterans with a service-connected disability? Find out more about the program at www.ProjectEverGreen.org
- Did you know that the #GreenCareforTroops relieves stress and gives peace of mind to military families and post-9/11 veterans with a service-connected disability? Join **#INSERT YOUR COMPANY NAME** and support this valuable program at www.ProjectEverGreen.org
- Did you know #GreenCare for Troops is in its 12th year of providing free lawn care and landscape services to military families and post-9/11 veterans with a service-connected disability? Register today to be a volunteer – like **#INSERT YOUR COMPANY NAME** did - or sign up for services at www.ProjectEverGreen.org
- **#INSERT YOUR COMPANY NAME** is lending its time and talents to #GreenCare for Troops and provide free lawn care and landscape services to the military families and post-9/11 veterans with a service-connected disability. Find out how you can help or request services at www.ProjectEverGreen.org

Twitter Posts

- Great cause. Great people. What's not to like? Join **#INSERT YOUR COMPANY NAME** Get involved with #GreenCareforTroops. @ProjectEvrGreen
- Are you up for the #GreenCareforTroops challenge? **#INSERT YOUR COMPANY NAME** is! @ProjectEvrGreen
- **#INSERT YOUR COMPANY NAME** is giving back to our heroes one lawn and landscape at a time. #GreenCareforTroops @ProjectEvrGreen
- **#INSERT YOUR COMPANY NAME** thinks giving is far more rewarding than receiving. #GreenCareforTroops @ProjectEvrGreen
- Join **#INSERT YOUR COMPANY NAME** and honor a military family and volunteer for #GreenCareforTroops @ProjectEvrGreen

How to Order Your GreenCare for Troops Truck Sticker

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

To receive two (2) free truck stickers (shown at right) current volunteers need to update their profile by contacting Project EverGreen's program managers at 888.611.2955

Ki Matsko (kimatsko@projectevergreen.com)

Nici Trem (nicitrem@projectevergreen.com)



GreenCare for Troops Media Talking Points and Facts & Figures

Raising awareness for the GreenCare for Troops program with local communities and media is an important part of the program. Please take a moment to read through these talking points describing the GreenCare for Troops program prior to contacting the media. When doing an interview, it's a good idea to have a copy of these notes with you for reference.

What is the GreenCare for Troops program?

GreenCare for Troops is a nationwide outreach program sponsored by [Project EverGreen](#) and our company to care for lawns and landscapes of families of deployed military personnel as well as post-9/11 veterans with a service-connected disability.

What is National GreenCare for Troops Awareness Week?

National GreenCare for Troops Awareness Week is scheduled for June 10-16, 2018. It is a national observance of the program and our goal is to raise awareness with military families and post-9/11 veterans with a service-connected disability about the services available, as well as recruit additional volunteers to provide these valuable services.

Who is Project EverGreen?

Headquartered in Cleveland, Ohio, [Project EverGreen](#) is a national non-profit committed to bringing people together to make a difference in how yards, parks and communities creating a greener, healthier, cooler Earth by supporting the creation and revitalization of managed green spaces that result in healthier, happier people. Project EverGreen initiatives include GreenCare for Troops,[™] SnowCare for Troops,[™] Healthy Turf. Healthy Kids.,[™] Our Winning Green Spaces contest and the Environmental Communicator of the Year award.

How can military families interested in participating apply for the program?

Families may register online at the [Project EverGreen](#) website or by calling Project EverGreen's Ki

Matsko (kimatsko@projectevergreen.com) or Nici Trem (nicitrem@projectevergreen.com) at 888.611.2955.

What are the environmental benefits of maintaining green spaces?

When cared for properly, healthy lawns and landscapes do numerous good things for the environment, including reducing erosion, filtering pollutants from water, providing natural cooling and providing cleaner air. For more information on the environmental benefits of maintained lawns and landscapes, visit www.ProjectEverGreen.org

What are the economic benefits of maintaining green spaces?

Studies show that consumers value a landscaped home up to 11 percent higher than its base price. Design sophistication, plant size and plant material type are the most important factors in designing a landscape that will maintain or increase a home's value. For more information on the economic benefits of maintained lawns and landscapes, visit www.ProjectEverGreen.org

What are the lifestyle benefits of maintaining green spaces?

Among the many benefits of well-maintained landscaping are increased community appeal, lower crime rates and increased privacy and tranquility. Plants lower blood pressure, reduce muscle tension related to stress, improve attention, and reduce feelings of fear and anger or aggression. For more information on the lifestyle benefits of maintained lawns and landscapes, visit www.ProjectEverGreen.org

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

- ✓ How many family's lawns and landscapes are you currently caring for?
- ✓ What services do you perform? How many families will you accept?
- ✓ How can families register to receive services?

GreenCare for Troops Facts & Figures

- **1** - White House Joining Forces Initiative Award
- **12** – The numbers of years GreenCare for Troops has been helping families of deployed military personnel
- **50** – States in which there are registered military families and volunteer contractors
- **2006** – The year GreenCare for Troops was launched
- **6,000** – Number of volunteer contractors that have registered to provide services through GreenCare for Troops
- **10,000** – Number of military families who have registered for GreenCare for Troops since program's inception
- **200,000** – Estimated number of U.S. military personnel deployed overseas in 177 countries
- **4 Million** – Number of veterans with a service-related disability needing assistance with day-to-day household and lifestyle assistance services
- **\$8 million** – Estimated value of in-kind services provided to military families and veterans through GCFT since the program's inception

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 “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 GreenCare 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 lawn care, landscaping or green spaces.

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

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



10 Benefits of Green Spaces

Green spaces provide communities with a number of economic, lifestyle and environmental benefits. Numerous studies have shown that green spaces contribute positively to the health and well-being of both children and adults. Project EverGreen proudly supports the ongoing development and renovation of green spaces in communities across the United States.

1. Children can burn up to 100 calories in one hour of active play and more during athletic competition.
2. Studies have shown that children who are more physically active and have access to athletic green spaces demonstrate higher academic performance in school.
3. Green spaces, athletic fields and playing surfaces are gathering places that create close-knit communities, improve well-being, increase safety and help develop a lifelong connection to green spaces.
4. One tree removes enough carbon dioxide from the air and releases enough oxygen for a family of four to breathe for a day.
5. Green spaces are therapeutic and improve the quality of life as studies illustrate that hospital patients whose rooms overlook landscapes recover faster and require less pain medication than patients without a view of nature.
6. Landscaping around your home can reduce noise by up to 50 percent.
7. A well-maintained landscape can add up to 15 percent to a property's value when selling a home and landscaping can speed the sale up by as much as six weeks.
8. Planting shade trees lowers attic temperatures by as much as 40 degrees and landscaping (plants, shrubs, trees) around a structure reduces air conditioning costs by 50 percent
9. Did you know that properly maintained shrubs, plants and lawns are environmental heroes? Because of their filtering capabilities, plantings prevent soil erosion, filter contaminants from rainwater, and absorb dust and dirt.
10. Eight average-sized front lawns have the cooling effect of 70 tons of air conditioning.



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