



Promote Your Participation in the SnowCare for Troops Initiative

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, 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 free snow and ice removal services to these deserving individuals.

As the program enters its ninth year, Project EverGreen proudly recognizes our volunteers and military families. To help our volunteers promote their participation in the program we have created a volunteer **Promotional 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 and civic 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
Executive Director
Project EverGreen

Dan Carrothers
President
Project EverGreen



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- I. SCFT logos and Infographic

Follow Project EverGreen on Social Media



@ProjectEvrGreen



@projectevergreen



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 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, Instagram, LinkedIn, etc. (see **Social Media Tags & Suggested Posts**)
- ✓ Change your profile picture and cover photo to the SCFT logo (**included in your Promotional Tool Kit**)
- ✓ 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 (see **DIY Blog Post**)

Update Your Website

- ✓ Place the SnowCare for Troops logo and infographic (**included in the Promotional Tool Kit**) on your home page
- ✓ Like and follow Project EverGreen's Facebook (Facebook/Project EverGreen), Twitter (@ProjectEvrGreen), and Instagram (@projectevergreen)
- ✓ 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

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 a blog post (see **DIY Blog Post**) on your company website to promote your participation
- ✓ 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 YOUR COMPANY LOGO>

Contact:

<First Name><Last Name>

<Your Company Name>

<Phone Number> <Email Address>

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

[Your Company Name] of [Your Local Town Name] is honored to participate in the observance of SnowCare for Troops, a program established by [Project EverGreen](#) to provide complimentary snow and ice removal services to families of currently deployed military personnel.

[Your Company Name] will participate with snow and ice removal professionals from across the country that donate their services and time to ease the burden on military families needing assistance with services.

“We’re proud to support the SnowCare for Troops program and lend a hand to help our local military families 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 [Your Company Name]. “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 across the country and more than 1,500 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.

[Your Company Name] is urging interested military families 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

#

About [Your 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

Suggested Social Media Posts

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

Use the hashtag **#SnowCareforTroops** in your posts and interactions on Twitter, Facebook, Instagram, and LinkedIn. Don't forget to share Project EverGreen's Facebook posts and re-tweet 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>
- Melt away the worry about snow and ice for military families and register to be a SnowCare for Troops volunteer <http://bit.ly/2fyOSqI>
- Giving is far better than receiving. Register to be a SnowCare for Troops volunteer today at <http://bit.ly/2fyOSqI>
- Start an avalanche of volunteers in your community and register to be a SnowCare for Troops volunteer today at <http://bit.ly/2fyOSqI>
- Make sure military families are in the clear this winter and register today to be a SnowCare for Troops volunteer at <http://bit.ly/2fyOSqI>
- Push and plow for military families this winter and register today to be a SnowCare for Troops volunteer at <http://bit.ly/2fyOSqI>
- Can we count you among the ranks of SnowCare for Troops volunteers? If so register today at <http://bit.ly/2fyOSqI>
- Help us deliver the goods for military families and register today to become a SnowCare for Troops volunteer at <http://bit.ly/2fyOSqI>

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>

Instagram Posts

- Post picture of SnowCare for Troops Logo
 - YOUR COMPANY NAME is volunteering for SnowCare for Troops to help military families! #projectevergreen #snowcarefortroops #militaryfamilies #volunteer
 - SnowCare for Troops is a nationwide program managed by @projectevergreen that YOUR COMPANY NAME is joining to support our troops!
- Post pictures of driveways, snowplows, or volunteers
 - YOUR COMPANY NAME is giving back to our military heroes by providing free snow removal services! #projectevergreen #snowcarefortroops
 - Great volunteer work is being done by YOUR COMPANY NAME to help military personnel and their families with snow and ice removal! #projectevergreen #snowcarefortroops #military #volunteer

Official Social Media Tags

#SnowCareforTroops

#SnowCareforTroopsSeason

#ProjectEverGreen

#BOSSSnowplow

Twitter - @ProjectEvrGreen and @BOSSSnowPlows

Instagram - @projectevergreen and @boss_snowplow

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



Volunteer DIY Blog Post

Your Company Name Joins the Ranks of [SnowCare for Troops Volunteers](#)

We are proud to announce that **[Your Company Name]** has recently become a volunteer for [Project EverGreen's SnowCare for Troops](#), an award-winning national program that provides free snow and ice removal services to families of currently deployed military personnel.

During the brutal winter season that seems to last for far too long, keeping driveways and sidewalks free from snow and ice is a necessity to keep us safe and able to leave our homes.

However, not all families, including countless military families, are able to keep their driveways and sidewalks free from snow because they cannot find the time to shovel and bring out the snow blower.

As a [SnowCare for Troops](#) volunteer, **[Your Company Name]** wants to give the gift of safety to military families when they are most in need of a snowplow that can keep their driveways clean and accessible.

Giving back to military families that sacrifice so much for our country is a selfless service. The dedication military personnel have for our country is inspiring us to work one driveway at a time to make a difference in their lives.

SnowCare for Troops was started in 2010 by Project EverGreen and since its inception, more than 5,000 military families and more than 1,500 snow removal contractors have registered to receive or provide these much needed services. By volunteering for this initiative, **[Your Company Name]** is joining volunteers across the country to provide this valuable service.

If you or someone you know is interested in volunteering or is eligible to receive services, visit the [SnowCare for Troops](#) page on Project EverGreen's website to register and learn more.



SnowCare for Troops Talking Points

Raising awareness for the SnowCare 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 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.

What is SnowCare for Troops Awareness Week?

SnowCare for Troops Awareness Week raises awareness with military families 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 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 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?

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 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 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 with a SnowCare for Troops truck sticker.

Current volunteers can receive two (2) free truck stickers by updating their profile with Project EverGreen's Ki Matsko or Nici Trem.

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