



Promote Your Participation in the GreenCare for Troops Initiative

A managed lawn and yard provides vital green space for military personnel to re-connect with their loved ones. Delivering the services needed to create thriving outdoor spaces that provide military families with peace of mind while their loved ones are deployed 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 family members 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 14th year, Project EverGreen proudly recognizes our volunteers and military heroes year-round. 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 Kit** 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 and civic groups in your community.

Project EverGreen would also like to recognize our Title Partner [Nufarm](#), and Platinum Partners [The Toro Company](#) and [SiteOne Landscape Supply](#), Gold Partner [Ecologel Solutions](#), and Silver Partner the [Propane Education & Research Council](#) for their support.

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

Cindy Code
Executive Director
Project EverGreen

Joe Shooner
Board President
Project EverGreen



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Follow Project EverGreen on Social Media



@ProjectEvrGreen



@projectevergreen



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 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, Instagram, LinkedIn, etc. (see **Social Media Tags & Suggested Posts**)
- ✓ Change your profile picture and cover photo to the GCFT 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
- ✓ Publish a blog post announcing your involvement with GreenCare for Troops (see **DIY Blog Post**)

Update Your Website

- ✓ Place the GreenCare 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 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

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 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>

<Your Company Name>

<Phone Number> <Email Address>

[Your Company Name] Supports Local Military Families Through GreenCare for Troops Initiative

[Your Company Name] of [Your 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.

[Your Company Name] is part of national network of lawn care and landscape professionals that donate their services and time to ease the burden on military families needing assistance with basic lawn care and landscaping services during a deployment.

Helping maintain back yards where kids and pets can safely play and adults can relax, is more than just for curb appeal. Thriving lawns, trees and plants help create a greener, healthier, cooler Earth that everyone, including military families, benefit from.

“We’re proud to support the GreenCare 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 fertilizing or mowing their lawn,” said [Name and Title] of [Your Company Name]. “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 11,000 military families and 6,000 lawn and landscape contractors have registered to receive or provide services.

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

##

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.]

Volunteer DIY Blog Post

Giving Back Never Felt So Good. [Your Company Name] Is Proud to Support Military Families

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

With gorgeous, warm weather upon us, the time to enjoy basking in the sun is always enjoyable. Our yards provide an area for children to play and friends to connect, creating a beautiful place that positively contributes to the environment and the relationships in our lives.

However, not every family is lucky enough to have these spaces, including countless active military families who cannot find the time to take care of their own lawns.

As a GreenCare for Troops volunteer, [Your Company Name] wants to give the gift of green space to military families when they are most in need of a place that can lift spirits and relieve stress.

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 yard at a time to make a small difference in their lives.

GreenCare for Troops was started in 2006 by Project EverGreen since then, more than 11,000 military families have registered to be helped by lawn care and landscape professionals. By volunteering for this initiative, [Your Company Name] is joining volunteers across the country to provide this valuable service to families in need of help.

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



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 to 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, Instagram, and LinkedIn. Remember to tweet @ProjectEvrGreen and we will like and retweet your post. You can also share, like and re-tweet 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 Tool Kit.

Facebook Posts

- **YOUR COMPANY NAME** is a proud volunteer of #GreenCareforTroops! We want to give back to military families in any way that we can big or small. Find out more about the program at: <https://bit.ly/2MwqGXX>
- Did you know that the #GreenCareforTroops program helps relieve stress for active military families? Help these much families as much as you can and join **YOUR COMPANY NAME** in supporting this valuable program at: <https://bit.ly/2MwqGXX>
- Did you know #GreenCareforTroops is in its 14th year of providing free lawn care and landscape services for those in need? Register today to be a volunteer – like **YOUR COMPANY NAME** did – or sign up for services at: <https://bit.ly/2MwqGXX>
- **YOUR COMPANY NAME** is lending its time and talents to #GreenCareforTroops! Find out how you can help or request services at: <https://bit.ly/2MwqGXX>
- Giving back to military families in need by helping with lawn care, that deserves a salute. Join **YOUR COMPANY NAME** and register for services or become a #GreenCareforTroops volunteer today at: <https://bit.ly/2MwqGXX>

Twitter Posts

- When you can support a great cause and people, what's not to like? Join **#YOUR COMPANY NAME**. Get involved with #GreenCareforTroops. @ProjectEvrGreen at: <https://bit.ly/2MwqGXX>
- Who's up for the #GreenCareforTroops challenge? **#YOUR COMPANY NAME** sure is! @ProjectEvrGreen Volunteer at: <https://bit.ly/2MwqGXX>
- **#YOUR COMPANY NAME** is giving back to our heroes one lawn and landscape project at a time. #GreenCareforTroops @ProjectEvrGreen Learn more at: <https://bit.ly/2MwqGXX>
- **#YOUR COMPANY NAME** believes giving is far more rewarding than receiving. #GreenCareforTroops @ProjectEvrGreen Learn more at: <https://bit.ly/2MwqGXX>
- Join **#YOUR COMPANY NAME** and help a military family by becoming a volunteer for #GreenCareforTroops @ProjectEvrGreen Volunteer at: <https://bit.ly/2MwqGXX>

Instagram Posts

- Post a picture of the GreenCare for Troops logo
 - **YOUR COMPANY NAME** is volunteering for GreenCare for Troops to help military families in need! #projectevergreen #greencarefortroops #militaryfamilies #volunteer
 - GreenCare for Troops is a nationwide program that helps military families in need managed by @projectevergreen that **YOUR COMPANY NAME** is joining to support our troops! Thank you for your service. #projectevergreen #greencarefortroops #supportourtroops
- Post pictures of Lawns, landscapes or volunteers
 - **YOUR COMPANY NAME** is going above and beyond by giving back to our military heroes by providing free lawn care and landscape services for those in need! #projectevergreen #greencarefortroops #militaryheroes #lawncare #landscapeservices
 - Great volunteer work is being done by **YOUR COMPANY NAME** to help the lawns and landscapes of military personnel and their families! #projectevergreen #greencarefortroops #lawns #landscapes #militarypersonnel

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 with a GreenCare for Troops truck sticker.

Current volunteers can receive two (2) free truck stickers by updating their profile. Please contact a GreenCare for Troops program manager 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.

What is National GreenCare for Troops Awareness Week?

National GreenCare for Troops Awareness Week is scheduled for June 9-15, 2019. It is a national observance of the program and our goal is to raise awareness with military families 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,[™] 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
- **14** – 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
- **11,000** – 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
- **\$8 million** – Estimated value of in-kind services provided to military families 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 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



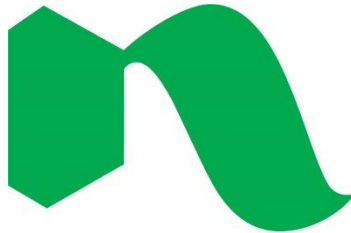
10 Benefits of Green Spaces

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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