



# PROMOTE YOUR PARTICIPATION IN THE GREENCARE FOR TROOPS INITIATIVE

The GreenCare for Troops initiative provides complimentary lawn care and landscape services to deserving military families. Thriving lawns, trees and plants go beyond the aesthetics; they provide military families with a place to relax and reconnect with one another, as well as contribute to a greener, healthier, cooler Earth.

As the program celebrates its 16th year, Project EverGreen proudly recognizes our volunteers and military heroes.

To help you promote your participation in the program and raise awareness with military families and recruit more volunteers, we have created this Promotional Tool Kit.

We encourage you to share information about your involvement with GreenCare for Troops with customers, 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](#) and Gold Partners include [AMGUARD Environmental Technologies](#) and [Ecologel Solutions](#) for their support.

GreenCare for Troops is endorsed by the [National Association of Landscape Professionals](#).

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

**Cindy Code**

*Executive Director, Project EverGreen*

**Kevin Laycock**

*Board President, Project EverGreen*

Title Partner



Platinum Partners



Gold Partners





# GREENCARE FOR TROOPS PROMOTIONAL TOOL KIT CONTENTS



**READ** tips on how to promote your company's participation in GreenCare for Troops with our new infographic



**SEND** the customizable DIY Press Release to the local media



**POST** the blog to your company's website and share the link as well as social media graphics to your company's Facebook, Twitter, Instagram and LinkedIn accounts.



**DOWNLOAD** GreenCare for Troops logos, social media graphics, new infographic and the [Promotional Video](#). and use them on your website or social media.

Follow Project EverGreen on Social Media



@ProjectEvrGreen



@projectevergreen



<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] is proud to announce its participation as a volunteer for [Project EverGreen's](#) GreenCare for Troops initiative. The program provides free lawn care and landscape services to military families with a loved one who is deployed.

Helping maintain yards where kids and pets can safely play and adults can relax, is more than just for curb appeal. Thriving lawns, trees and plants not only help the environment but also promote mental and physical wellness and can have a protective effect on the mental well-being of military families.

"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 is national volunteer network of lawn care and landscape professionals that donate their services and time to ease the burden on military families during a deployment.

GreenCare for Troops marks its 16th year in 2022 and has provided an estimated \$15 million in donated lawn and landscape services and peace of mind to thousands of military families in need across the country.

[Your Company Name] urges interested military families to register for participation in the GreenCare for Troops program online at [www.ProjectEverGreen.org](http://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

Green spaces make significant difference in all our lives. They help us breathe cleaner air, they cool surface temperatures, and they help promote physical and mental wellness. That is why [Your Company Name] is a proud volunteer with [Project EverGreen's](#) GreenCare for Troops, a nationwide initiative that provides free lawn care and landscape services to families of currently deployed military personnel.

Our yards provide an area for children to play and friends and family to relax and connect, creating a beautiful place that positively contributes to the environment and the relationships in our lives. However, not every military family has the time to stay on top of the upkeep of their lawns and yards.

As a GreenCare for Troops volunteer, [Your Company Name] removes that burden of lawn and yard maintenance off military families and provides the gift of green space 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 act. 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 marks its 16th year in 2022 and has provided an estimated \$15 million in donated lawn and landscape services and peace of mind to thousands of military families in need across the country. 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 if you know a military family that is eligible to receive services, visit the [GreenCare for Troops](#) page on Project EverGreen's website for more information.



### How to Order Your GreenCare for Troops Truck Window Cling

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 window cling.

Current volunteers can receive two (2) free truck window clings by updating their profile. Please contact a GreenCare for Troops program manager at 888.611.2955

Ki Matsko  
([kimatsko@projectevergreen.org](mailto:kimatsko@projectevergreen.org))

Nici Trem  
([nicitrem@projectevergreen.org](mailto:nicitrem@projectevergreen.org))



# GREENCARE FOR TROOPS MEDIA TALKING POINTS

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.

## **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. Project EverGreen initiatives include GreenCare for Troops,™ SnowCare for Troops,™ and GreenCare for Communities initiatives, the Our Winning Green Space contest and the TOCA Environmental Communicator of the Year award.

## **How can military families request services?**

Families may register online at the [Project EverGreen](#) website or by calling Project EverGreen's Ki Matsko ([kimatsko@projectevergreen.org](mailto:kimatsko@projectevergreen.org)) or Nici Trem ([nicitrem@projectevergreen.org](mailto:nicitrem@projectevergreen.org)) at 888.611.2955.

## **Why are green spaces important to military families?**

Parks, lawns, landscapes and maintained green spaces help to mitigate temperature increase in communities and significantly reduce energy use and cooling costs. Project EverGreen's initiatives – GreenCare for Troops and GreenCare for Communities – have made a significant impact.

Through its nationwide base of professional volunteers, Project EverGreen has connected people, plants and their communities to maximize the health of grass, plants and trees, which in turn sequesters carbon and cleans the air. Both initiatives support healthy green spaces in neighborhoods and cities, enabling maintained green spaces to function as the lungs of the city and offsetting the negative effects of a warming environment.

A single group or individual cannot transform lawns, landscapes and parks but Project EverGreen's coalition of businesses and individuals helps maintain green spaces so they can thrive.

For more information on the benefits of green spaces, visit [www.ProjectEverGreen.org](http://www.ProjectEverGreen.org)



## GREENCARE FOR TROOPS FACTS & FIGURES

**1** - White House Joining Forces Initiative Award

**1:3** – The new deployment-to-dwell ratio for military personnel meaning active-duty troops would spend three years at home for every one year deployed or mobilized.

**6 – 12** – The average military deployment is typically between six and 12 months long

**16** – 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

**77** – The percentage of post 9/11 veterans who were deployed at least once while on active duty.

**2006** – The year GreenCare for Troops was launched

**6,000** – Number of volunteer contractors that have registered to provide services through GreenCare for Troops since the program was launched

**12,000** – Number of military families who have registered for GreenCare for Troops since program's inception

**\$15 million** – Estimated value of in-kind services provided to military families through GCFT since the program's inception

