



# 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 are not too far behind. It also means it is 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 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 14th year, Project EverGreen proudly recognizes our volunteers and military families. 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 SnowCare for Troops with customers, local media, and civic groups in your community.

SnowCare for Troops is endorsed by the National Association of Landscape Professionals.

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


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**Cindy Code**

*Executive Director, Project EverGreen*

**Scott Bills**

*Board President, Project EverGreen*

Presented by  BOSS  
SNOWPLOW

[www.ProjectEverGreen.org](http://www.ProjectEverGreen.org)





# SNOWCARE FOR TROOPS PROMOTIONAL TOOL KIT INDEX



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



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



**POST** the blog to your company's website



**DOWNLOAD** The SnowCare for Troops logo, social media graphics, infographic and the [Promotional Video](#) from the volunteer section of the website 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] Is Helping Local Military Families Clear Driveways of 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.”

Now celebrating its 14th year, SnowCare for Troops has seen 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.

When combined with its sister program, GreenCare for Troops, it has delivered an estimated \$15 million in donated lawn, landscape and snow removal services and peace of mind to thousands of military families in need across the country.

[BOSS Snowplow](#) is a Platinum Partner of the [SnowCare for Troops](#) program. SnowCare for Troops is endorsed by the National Association of Landscape Professionals.

[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](http://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.]





## 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 snow removal that will 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.

Now celebrating its 14th year, SnowCare for Troops has seen 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. 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.





## OFFICIAL SOCIAL MEDIA TAGS

#SnowCareforTroops / #SCFTAwarenessWeek2024

#ProjectEverGreen #BOSSSnowplow

Facebook – @ProjectEverGreen @TheBosssnowplow

X (formerly Twitter) - @ProjectEvrGreen and @BOSSSnowPlows

Instagram - @projectevergreen and @boss\_snowplow

SnowCare for Troops Registration Page Link - <http://bit.ly/2fyOSql>

Promotional Video Link (from YouTube) - <https://youtu.be/APUilcgb2Sk>





## SNOWCARE FOR TROOPS MEDIA 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 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. The program celebrates its 14th year in 2024.

### **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 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, Nici Trem or Shelley Kane at 888.611.2955

### **What other programs does Project EverGreen sponsor?**

Project EverGreen currently sponsors the award-winning GreenCare for Troops, GreenCare for Communities, 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?





## HOW TO ORDER YOUR SNOWCARE FOR TROOPS VEHICLE 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 vehicle sticker.

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

### PROGRAM CONTACTS

#### **Ki Matsko**

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

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#### **Nici Trem**

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