



ROOTS IN
minnesota[™]
Caring for our trees

Campaign Kit



Elm Toolkit

ORDER FORM

Cost: **\$1,725**

Items

Quantity



Message Cards

1000

Campaign Instruction Document



Website access and logo usage
for one year (renewal \$500/year)



Order the Toolkit

Name

Name of City or Organization

Address

Phone

Email

Payment Options

**Accept cash, check,
Visa and Mastercard**

**Make checks payable
to C.E.L. Public Relations**

What is



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Campaign by C.E.L. Public Relations

Creators of Trees Pay Us Back (tree tag) Campaign, The Fit Forest, and Kentucky Roots

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The Roots in Minnesota Campaign is designed to capture the attention of Minnesota residents, educate them on the value of trees, and encourage tree planting and care. You can utilize the campaign materials within your community to inspire homeowners to plant and care for the trees on their property, building on the fine work you do for public trees, and making Minnesota urban forests more healthy and beautiful.

Campaign Partners include MNDNR-Division of Forestry, MnSTAC, and MSA, and it meets MnSTAC's strategic objective of making urban forestry outreach a priority. It is patterned after the successful Kentucky Roots Campaign that has captured the attention of urban foresters across the country.

We've done the work for you. The Roots in Minnesota Toolkit has the materials you need to implement the campaign in your city, beginning on Arbor Day 2015.



Elm Toolkit
ITEMS INCLUDED



Message card



Website