



ROOTS IN  
*minnesota*  
Caring for our trees




*Campaign Kit*



# Oak Toolkit

ORDER FORM

Cost: **\$2,500**

Items	Quantity
 Message Cards	<b>1000</b>
POS Display Holders	<b>10</b>
 Pop up standing banner (31X78)	<b>1</b>
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



?

**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.**



Message card

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ITEMS INCLUDED



Website



Banner