



# Simple act. Huge *impact.*

COMMUNITY  
**CANOPY**  
An Arbor Day Foundation Program

**Community Canopy**, a program of the Arbor Day Foundation, is designed to provide homeowners with trees to plant in the right place for maximum impact on environmental factors.

## HOW IT WORKS

**The process is simple.** You choose the tree species to be offered, the number of trees you'd like to distribute, your audience, and the distribution model. Then, using provided marketing materials, you direct your audience to a customized website to use the online mapping tool that will show them the ideal location to plant trees around their home for the maximum energy savings and impact to our climate. They can reserve their tree right on the website, and we'll either deliver direct to their home or help you arrange a pick-up event. **The best part is that we work with you every step of the way.**

## EASY-TO-IMPLEMENT, TURNKEY SOLUTION

- **Administrative Assistance:** Our team will regionally source trees, handle all shipping, help assist with your program planning, and provide call center support.
- **Online Marketing Toolkit:** We offer customizable digital files for bill inserts, door hangers, postcards, social media posts, and more to help you promote the program.
- **Reservation/Education Website:** Homeowners will reserve trees and learn about planting the right tree in the right place using customized online software.
- **Comprehensive Reporting:** Annual and cumulative reports can be created to highlight number of trees planted, location of trees planted, kWh and therms reduced, estimated carbon sequestration, stormwater filtered, and more.
- **Best Practice Examples:** Since 2011, 60 organizations in 37 states have become partners and have customized their own successful programs.





## BENEFITS FOR YOU

### ENVIRONMENTALLY FRIENDLY COMMUNITY BENEFITS

- **Credible Data:** The online mapping tool is powered by i-Tree technology — credible, peer-reviewed scientific research from the U.S. Forest Service and the Davey Institute.
- **Measurable Impact:** The tool calculates the estimated energy savings for the homeowner as well as other community benefits such as carbon sequestration, air quality improvements, and stormwater reduction.
- **Positive Community Relations:** 95 percent of participants surveyed would recommend this program to friends and family.

### PROVEN METHOD TO MEET SUSTAINABILITY GOALS

- **Low Investment Cost:** Costs range from \$40 to \$55 per tree (depending on tree quantities, tree sizes, software needs) making this a cost-effective way to meet your engagement and sustainability goals.
- **Positive Cost/Benefit Ratio:** For every \$1 invested, there's up to a \$15 return in community and environmental benefits.
- **Energy-Efficiency Solution:** Research from the U.S. Department of Energy and the U.S. Forest Service has shown that strategically planting a tree to shade a home can reduce household electrical use by 20 to 30 percent.
- **Partner Satisfaction:** 92% of partners have returned each season for another project.

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See what Community Canopy can do for your city.  
Visit [arborday.org/communitycanopy](http://arborday.org/communitycanopy) for more  
information and to sign up for a free demo.

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[arborday.org](http://arborday.org)