HOW TO HOST A

TREE WEEK

What is Tree Week?

Tree Week is a series of events dedicated to celebrating the trees in your community and the people that work hard to advocate for the tree canopy. These events can range from tree planting and mulching to music, art, and other tree- or nature-themed activities.

Why Tree Week?

A Tree Week revolves around community building with the aim of increasing awareness of the importance of urban trees. In any city or town, large or small, the tree canopy is an important component of the green infrastructure. A Tree Week helps provide fun and engaging activities to enhance the urban tree canopy. By hosting a Tree Week, members of a community can come together in celebration of their trees.

Who should participate?

Any community or educational institution that would like to celebrate their trees, build community partnerships, or increase awareness of the need for trees in their community.

Where and when to host?

These events can be held around your town, city, or campus, including spaces like a public library, park, or neighborhood. A Tree Week can easily be held in any season, but spring and fall are ideal for tree plantings, which are popular events for engaging people around trees.

What you'll need to host a TREE WEEK

A Variety of Events

To engage people of all ages and interests, it is good to collaborate with many different partners to hold varied types of events. Examples include:

+ Tree plantings
+ Mulching and tree care activities
+ Tree tours
+ Art and music
+ Storytime and library events

+ Film showings
+ K-12 educational programming
+ Mindfulness walks
+ Outdoor activities (yoga, biking, hiking)
+ Guest speakers and informational sessions

Materials

Depending on the size and formality of your Tree Week event, you may want to think about using some or all of the following:

+ Event submission webform
+ Event information webpages
+ Flyers and postcards
+ Event pamphlet with schedule

+ Feather banners
+ T-shirts or other giveaways
+ Host packets (sent by email)
+ Meeting time and space for planning

Sample Lexington Tree Week artwork

Example of Lexington Tree Week event pamphlet

Personnel

+ Event organizers and hosts
+ City and local support
+ Community partners (arboreta, libraries, schools, nurseries, forestry officials, etc)
+ Graphic designers and webpage organizers

Funding for...

+ Graphics, artwork, and web development
+ Printing costs for materials (flyers, event pamphlets, schedules, postcards)
+ Food and supplies for events
+ T-shirts, stickers, or other giveaways

Previous Lexington Tree Weeks

Learn more about Tree Week in Lexington, KY and see examples of previous events and outreach materials here:

+ **2018:** ufi.ca.uky.edu/treeweek2018
+ **2019:** ufi.ca.uky.edu/treeweek2019
+ **2020** (virtual & physically-distanced events): ufi.ca.uky.edu/treeweek2020

UK Urban Forest Initiative

The aim of the Urban Forest Initiative (UFI) at the University of Kentucky is to raise the awareness of, and opportunities for engagement with, urban and community forestry in our region.

If this guide is used in planning a Tree Week or similar event for your city, please acknowledge the UK Urban Forest Initiative. Contact **ufi@uky.edu** for any additional information.

URBAN FOREST INITIATIVE

@UrbanForestLex