

#IDigTrees

COMMUNICATIONS

Toolkit



We can't wait to hear about your tree-planting endeavours this season! Your efforts are needed now more than ever, and we couldn't achieve such phenomenal results for **climate, wildlife and communities** without you: wonderful volunteers and community groups, coming together to make a real difference. So first of all, **thank you!**

This four-step toolkit includes resources designed to simply help you spread the **#IDigTrees** word and share your fantastic events. It is designed to be easily shared via email with your volunteers and includes clickable links which will navigate to further resources.

It's a super simple four-step process...



1. Share our videos on social media

This year **I Dig Trees** will be promoted with the short campaign video pictured above, which you'll find pinned to our social media pages (links below). Please click the links below and **share** these video posts far and wide - Only **together** can we spread the word to more communities and get these carbon-busting trees safely in the ground!

-  [@TCVtweets](https://twitter.com/TCVtweets) for Twitter
-  [@TheConservationVolunteers](https://www.facebook.com/TheConservationVolunteers) for Facebook
-  [@The Conservation Volunteers](https://www.linkedin.com/company/TheConservationVolunteers) for LinkedIn
-  [@tcv_theconservationvolunteers](https://www.instagram.com/tcv_theconservationvolunteers) for Instagram



Click the links to the left to find us on social media!

Follows, shares, reactions and comments are all welcome as they help us reach more people and distribute more trees to communities across the UK!

TOP TIP: Always use the **#IDigTrees** hashtag and the handles above whenever you share your planting pics and videos on social media, encouraging any participants to do the same - This helps our community to keep track of I Dig Trees-related posts, so we can all like, comment and share!

2. Click to share your news ahead of your event on social media

It's so easy to share your wonderful **I Dig Trees** news. Just click on the icons below to share your own posts across social media.



Click the icons to the left to share your own posts!

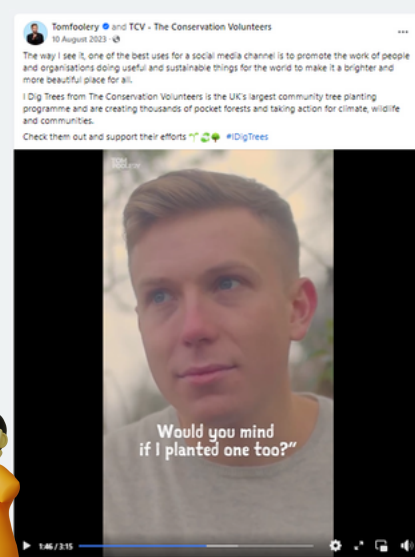
3. Gather support ahead of your event with a local news release

We've prepared a template press release that you can customise with your event details. Share it with local news outlets, include it in your newsletters, or send it via email. [Click here to download.](#)

4. Share your event posts...

We **LOVED** seeing your volunteering events last year on social media and we shared your images, videos and news items on our channels to highlight your fantastic achievements!

Please continue to share your fantastic images, videos and stories as a way to say thank to your volunteers. Most importantly, don't forget to tag us using our handles above and please always remember to use the **#IDigTrees** hashtag!



Suggested text:

#IDigTrees - we're teaming up with community groups all over the UK to create biodiverse pocket forests across the land for climate, wildlife & our communities!

Take a look to claim your free trees and please consider making a donation:
<https://www.tcv.org.uk/i-dig-trees-free-trees>

That's it! A big thanks again for all your help spreading the #IDigTrees word.

The more we all shout about this programme the more free trees we can get safely in the ground, doing their thing for climate, wildlife and communities. Please do also pass on our thanks to your amazing tree-planting volunteers.

On that note, if you haven't done so already, please check out our '[How to plant a tree](#)' video and pass it onto your volunteers as a training video before your event!



[Click here to share this training video with your volunteers!](#)



Keep the support going

The Conservation Volunteers are happy to provide you with trees at no cost to yourself, but if you would like to support their funding and ensure we can continue to provide you with trees in years to come, you can [click here to make a donation now](#).

If you would like to organise fundraising activities in your community, download our [free fundraising kit here](#).

Together, let's sow a legacy for climate, wildlife and communities. That's real people power.



Thank you from The Conservation Volunteers