

# I Dig Trees



## Communications Toolkit

# The phenomenal I Dig Trees stats, so far...



**4,312,350**

trees planted  
across the UK



**37,142,270**

m<sup>2</sup> covered by newly  
planted trees.



**9,303**

different sites  
planted



**8,957**

community groups  
joining in



**1,638,693**

tonnes of CO<sub>2</sub>  
saved



**147,932**

volunteers planting  
trees



**887,592**

volunteer hours  
committed



**86,247**

packs of mixed  
variety trees



**4,658**

wildlife friendly  
pocket forests

887,592 volunteer hours committed - That's a staggering 101 years of continuous volunteering – a century of dedication from our I Dig Trees community!

147,932 volunteers - That's enough people to fill Wembley Stadium over one and a half times – united in action for nature!

37,142,270 m<sup>2</sup> of land covered - That's the equivalent of 5,202 football pitches transformed into thriving woodland!

**You're part of something extraordinary.** Thanks to you and thousands of volunteers, we've planted millions of trees and created thousands of pocket forests across the UK. See **the impact you've made** in the latest [I Dig Trees Impact Report](#).

Now, we're going even further, and we need your help to spread the word. This simple, shareable toolkit helps you celebrate your tree planting, promote your events, and inspire others to join in. Thank you for making a real difference for climate, wildlife and communities. We can't wait to hear about your tree-planting endeavours this season!

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



## 1. **Share our launch video** 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. 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!

 [@TheConservationVolunteers](#) for Facebook  
 [@The Conservation Volunteers](#) for LinkedIn  
 [@tcv\\_theconservationvolunteers](#) for Instagram  
 [@tcvnational.bsky.social](#) for Blue Sky

*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 or use the links within the [I Dig Trees App](#) 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 **LOVE** seeing your volunteering events on social media - your photos, videos and stories often feature on our national channels to say thanks and showcase your group's achievements.

Please keep sharing your brilliant updates as a way to thank your volunteers and inspire others. Most importantly, tag us using the handles above and always include the **#IDigTrees** hashtag, so we can find your posts and help spread the word!



### Suggested text for socials:

#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**