



# Million TREES Miami



**Marketing Plan  
2012**

# What is *Million Trees Miami*? Getting to 30% - Planting a Million



## What is Million TREES Miami Campaign:

It's a community-wide effort to plant 1 million trees by 2020 in order to achieve a 30% tree canopy cover for Miami-Dade County.

It was developed by the Miami-Dade Community Image Advisory Board and launches April 2011.

It was born of the idea that trees are good and we need more of them because studies show that a healthy and sustainable urban forest provides significant social, economic, and environmental benefits to communities.





# How can we plant that many trees?

- **Tracking public projects – agencies plant trees every year**
  - Concerns = maintenance
- **Encourage planting in residential or private properties**
  - Concerns = outreach (people don't know about it)
- **Corporate Sponsorships – tapping into corporate responsibility programs**



# Tracking Public Projects

- **Emails are sent quarterly to agencies to ask for their planting numbers**
- **Provide lists of possible planting locations where sponsors can be directed**



# Tracking Non-profit Partner Plantings

- Send letters to non-profit tree planting groups inviting to participate in Million Trees Miami
  - Your logo and link to your site on ours



- As a part of participating, groups need to register their plantings on the MTM website



# Tracking Private Plantings

- **Need and Outreach Plan**
  - Website – clearing house for tree planting information
  - Public Service Announcements (radio/video)
  - Tree registration tool on website
  - Tree registration post-cards distributed at tree give-aways, retail stores, and nurseries where people buy trees



# Marketing Tools





# Action items for MTM Campaign:

- Develop a more streamlined web-based system to track and report tree plantings by all agencies and organizations.
- Develop a system with the County and City Building Departments to track trees planted as a result of permitting requirements.
- Use the MTM website more effectively to promote tree plantings in neighborhoods, and public places (ie. a calendar)
- Use the MTM website more effectively to provide information on proper tree plantings and species selection.
- Identify public assets that need tree canopy and link sponsorship dollars to them.
- Develop a sponsorship target plan to raise funds for plantings and appropriate acknowledgement for sponsors.





# Action Items:

- Work with legislative support representatives to have public funding allocated to support the campaign and its projects (Legislative urgings, etc.)
- Record and place Public Service Announcements in English, Spanish, and Creole to inform the public about the campaign and how they can get involved.
- Publish the Tree Guide to Planting and Maintenance
- Maintain the annual signature event- The Miami-Dade County Tree Summit – to report on MTM goals, forge new partnerships, and share innovative approaches to urban tree canopy plantings and maintenance.
- Identify the economic benefit of tree canopy to Miami-Dade County – possibly by contracting a study with local universities.

# Million Trees Miami Website



A screenshot of the Million Trees Miami website displayed in a Windows Internet Explorer browser. The browser's address bar shows the URL "http://milliontrees.miamidade.gov/home.asp". The website's header includes a navigation menu with "Home", "Sponsors", "Calendar", "About Us", and "Contact Us". The main content area features a large banner with the "Million TREES Miami" logo and a cityscape background. Below the banner, a green box displays "Trees Planted: 104,063" next to a globe icon. To the right, there are several call-to-action buttons: "Join the Effort", "Register a Tree Planting", "Become a Sponsor", and "Getting to a Million Trees". Below these buttons is an "On-Demand Video" section with a play button icon and a short description. At the bottom, there is a "Donate Now!" button. The browser's taskbar at the bottom shows the Windows Start button, several open application windows, and the system tray with the time "7:51 AM".

<http://www.milliontrees.miamidade.gov>

