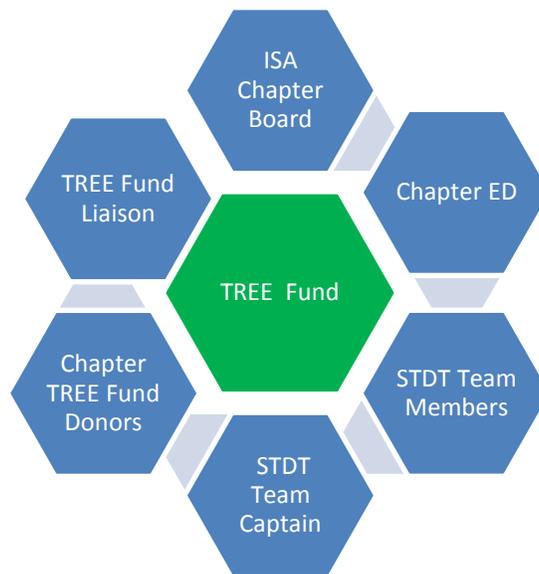


TREE Fund Liaison – Relationships within Chapter

by Beth Buchanan, OH Chapter ISA



A. Liaison relationship with ISA Chapter Board and ED

- Prepare a report for each Chapter Board meeting.
- Attend the Chapter Board meetings (or arrange for someone from your committee or your STDT Team to attend for you).
- Establish your position within the Chapter by having your duties defined in the Chapter's Policies and Procedures.
- Each year, give your Board (or at the very least the new Board members) a copy of the TREE Fund's description of Liaison duties and responsibilities. This ensures that they all know you are serious about your role and that they can expect you to be active in fulfilling your duties.
- If possible, outline for your own benefit, your goals for the Chapter at the different meetings. For example, here is how it works best for Ohio (our fiscal year starts October 1st):
 - October meeting: I recap the past year, thank the Board for their generosity, and tell them what lies ahead.
 - January meeting: I give the Board a brief overview of the TREE Fund Liaisons annual meeting in Chicago – short and sweet. The main item on my agenda for meeting is to get the Board to vote on the large auction item or cash for the TREE Fund event at ISA Conference. At this meeting the plans are finalized for the annual Ohio Tree Care Conference which occurs in February. We work with the ED and Conference Committee to ensure that the TREE Fund has a booth and enough space to have the Silent Auction and do any other fundraising efforts (raffles, etc.).
 - March meeting: Report on how STDT Ohio rider signup is going. Make sure the June Golf Outing is scheduled and on track. Team Ohio helps with the outing and the proceeds go toward Team Ohio's 'kitty.' This was a change made by the Board during my tenure as Liaison.
 - May meeting: Same as March meeting with any new items that may come up.
 - July meeting: Report on Team Ohio's progress. Coordinate with ED on getting golf outing proceeds to TREE Fund. Also at this meeting, I recommend that the Board include a lump sum of money for Team Ohio in their annual budget which is prepared in August. For the past 3 years or so, that lump sum has been \$4,500. Our policies state that from this lump sum, no single rider

can receive more than a \$1,500 match. Also, all members of Team Ohio must be residents of Ohio and be members in good standing with the Chapter. The Ohio Chapter Board usually has a Board retreat each year and Liaisons are invited. I have attended these retreats and found that is another way to get to know the Board and to make sure the TREE Fund and research stay a priority.

- Plan an active presence at the Chapter's meeting.
 - In Ohio, we have a TREE Fund booth and plan to have Team Ohio members there as much as possible. The booth includes the TREE Fund banner, and 11x17 posters provided by the TREE Fund, brochures, etc. It is always special when someone from the TREE Fund comes, too.
 - We also set up and coordinate the Silent Auction and usually have a raffle or heads/tails for a large prize (chain saw, Kindle reader, etc.).
 - The Chapter ED sends out the applications for commercial vendors and they are asked if they would like to donate something to the Silent Auction for the TREE Fund. We help round all those items up as vendors are setting up their booths.
 - The TREE Fund bandannas have worked very well for us in Ohio – for the past 3 years we have done a Heads or Tails for nice prizes (in 2016 big prize was Yeti Cooler and smaller prize was Kindle)
 - STDT Riders can be recruited at the annual meeting.
 - For the past several years, we have had a Team Ohio rider on their bicycle – a dynamic STDT prop – to draw attention to the booth and to the TREE Fund.

B. Relationship with your Chapter's STDT Team and Team Captain

- In Ohio, if you're a STdT rider, you're considered part of the Liaison Committee/Team. Of course, some members are more active than others. Some are relatively in-active – but they still get the emails!
- As Chapter Liaison, if you are a rider, you may be the Team Captain - or not.
- If you are *not* a rider, coordinate with your Team and encourage them to have a Captain and have some communication amongst themselves. If nothing else, just knowing who else is from your Chapter is nice.
- Coordinate with TREE Fund staff to identify potential Team members. There may be people not in our industry that may wish to join the Chapter and participate on the Team.
- The key here is to **keep the Team informed about Chapter support of the cyclists** and of the TREE Fund.
- Make sure all the Team members know any rules about being eligible for Chapter match money.
- If possible, help the Team with fundraising (golf outings, other events); at least coach them and encourage them to do team fundraising.

C. Relationship with TREE Fund donors from your Chapter

- Work with your Team Captain to **ensure all donors to the Team kitty are properly thanked** with either via email or snail mail.
- Either the Liaison or the Team Captain should be responsible for keeping track of all the Team Kitty donors and their contact information.

- The TREE Fund gets the money and the donor data for each event – and they send a thank you letter confirming the donation. BUT, it is good for the donors to get a thank you from the Team, too (per item I above). We usually do that after the Tour is finished and fundraising is over.
- These donor lists are generated at Team fundraising events such as the silent auction at Chapter meetings, and any other events where you or Team members have the opportunity to fundraise for the TREE Fund. If cash is received, encourage each donor to fill out a short form with their Name and Email Address and Amount Donated. We use little 4 inch square forms – easy to stick in pocket or envelope with a \$20 bill.
- Donors are also a good source of items for the Silent Auctions at the Chapter level and at auction at the TREE Fund event at the ISA Conference. As you get to know your donors, you will be surprised what they can come up with.

D. Look for ways to expand the donor base in your Chapter

- With a STdT/Liaison Team, you can look for opportunities to get 5 minutes (or more) on the program of local and regional tree meetings. A brief overview of the TREE Fund and explanation of the STIHL Tour des Trees sets you up to accept donations for the Team. And having TREE Fund bandanas on hand for a \$20 donation can add up if people get excited for tree research.
 - Tree City USA National Arbor Day Foundation Awards ceremonies
 - Garden Club meetings
 - Regional Urban Forestry Conferences (each of Ohio's 6 Regional State Urban Foresters have two events each year; one is a local urban forestry conference and the other is the NADF Awards ceremony for Tree City USA, Tree Campus USA, etc. We try to get to as many of these as we can.)
- A goal could be Regional Liaison representatives to represent the Liaison committee at these far flung events. This is something we are aiming for in Ohio.