

# How to run a fruit tree planting campaign



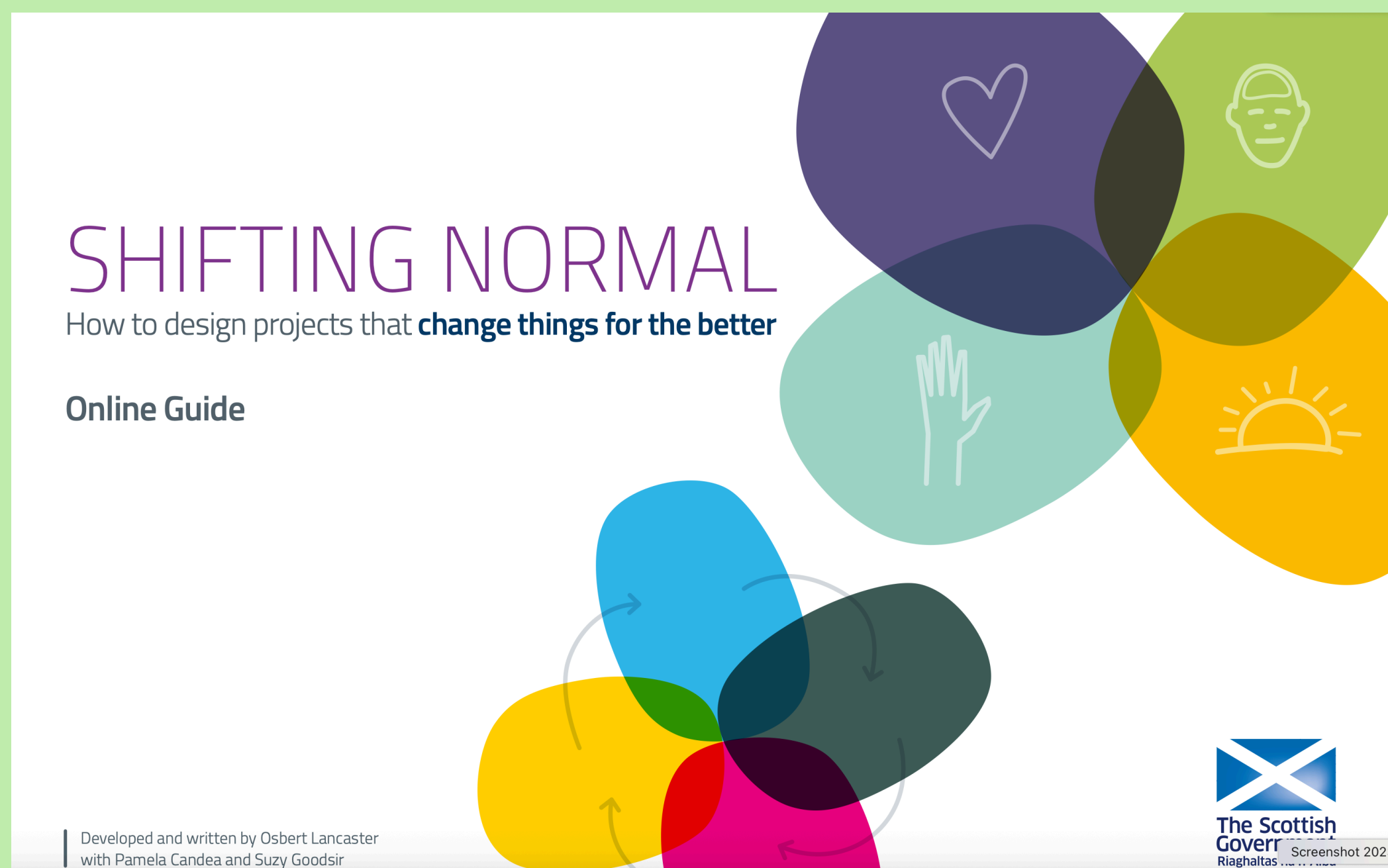
**Taken from a presentation by  
Gillian Fyfe at Climate Action Fife**

# Use Shifting Normal framework to plan campaign

Use the Shifting Normal framework from the Scottish Government as a guide to running workshops for your project.

This will take people through stages that focus on:

- **Discovering what matters.**
- **Deciding what the project will do.**



# **The main aims of the campaign**

**Decide what your aims are for the campaign. Think about what it is that you're trying to achieve.**

**Some examples: encouraging biodiversity in your local area and raising awareness of the importance of tree planting.**



# Costs and funding

**Make sure you have enough funding to carry out your campaign. Consider where you could source this from.**

**You could try local climate hubs, your council or funding organisations such as The National Lottery.**



# Communications and engagement

**Different ways to engage people in the campaign:**

- **Setting up a web page with resources and information.**
- **Launching a donation fund.**
- **Social media and newsletter promotion.**
- **Collaborating with partners.**
- **Creating flyers to distribute at events.**
- **Getting press coverage.**
- **Setting up an interactive map to allow people to map their trees.**



# Creating supporting resources

**Create supporting resources to help people care for their tree.**

**Some examples:**

- **Film a video.**
- **Hand out a planting and care guide with each tree.**
- **Create a list of frequently asked questions.**



# Ordering trees and equipment

**You can order trees and equipment from local tree nurseries and tree equipment websites such as GreenTech.**



# **Organising tree pick up events**

**You can organise tree pick up events through an online booking system such as Eventbrite.**

**You could work with local climate and community organisations to run these in different locations.**



# **Supporting new tree owners**

**Email the new tree owners to give advice on pruning and watering trees.**

**Consider running a series of tree care workshops covering topics such as summer and winter pruning and grafting.**



# Measuring the success of the campaign

## Different ways to measure the success of the campaign:

- Keeping track of how many people bought and planted a fruit tree.
- Measure website views and social media engagement.
- Look at how many people signed up for the campaign.
- Keep track of demographics and consider how to better engage with different groups.
- Consider the projected positive environmental impact.
- Consider if the campaign achieved your aims.