



TEAM STRATEGY PLAYBOOK



Teaming up with Professional Sports to Advance Urban Forestry



FIRST DOWNS FOR TREES



First Downs for Trees (FDFT) is a cooperative effort between the Green Bay Packers, Wisconsin Public Service (WPS), and the Wisconsin Department of Natural Resources (DNR) along with Packers sponsors SCA, Green Bay Packaging and the U.S. Forest Service as a grantor. The program donates trees to participating Brown County communities based on the number of first downs gained by the Packers in the previous season.

Statistics: Four Seasons (2011-2014)

Trees planted:	Partners involved:	Total funds to purchase trees:
2762	29	\$155,468

Funds for Tree Planting:

- ☛ Green Bay Packers—\$64,000
- ☛ Great Lakes Restoration Initiative grants—\$31,080 and \$48,399
- ☛ SCA—\$8,000
- ☛ Green Bay Packaging—\$8,000

Donated Services:

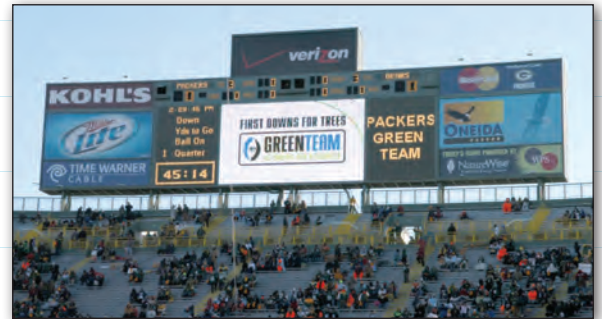
- ☛ Community partners—tree planting and care
- ☛ Wisconsin Public Service—Packer Tree signs
- ☛ Wisconsin DNR—project management

**BEING THRIFTY
ISN'T A BAD
THING.**

Make donor dollars stretch by providing **EVERY** partner an opportunity to have some skin in the game. Packers and sponsors provide dollars to purchase trees, communities provide labor to plant trees and **WDRN** provides project management. Strong partnerships are built on well-defined roles and everyone being committed to success.

Game Plan

In 2010, Wisconsin DNR collaborated with the Green Bay Packers to provide a solution that would offset the team's carbon footprint. On average, NFL teams produce more than 450 tons of carbon dioxide per year in travel, and the Packers wanted to reduce those effects as a part of their Green Team initiative.



Area municipalities were also searching for funding sources to plant more community trees and increase urban forests in Wisconsin. Trees naturally sequester carbon dioxide, and the DNR recognized that planting trees would give the Packers a means to reduce their carbon footprint associated with traveling to away games. Planting trees also offers an easy, long-term solution to the problem because the amount of carbon sequestered increases as trees grow.

As a result, a proposal was created in which the Packers would purchase trees based on the number of first downs gained by the team during the regular season. The trees would be available to local communities for planting in parks, terraces and green spaces where the trees could sequester carbon and also help reduce stormwater runoff. This would be a cost-share program, with the Packers purchasing the trees, local municipalities bearing the pickup and planting costs, and the DNR managing the program.

The donated trees not only help the Packers offset their carbon footprint, they increase the urban forest canopy, improve water quality and storm water management, and improve the social, economic, and ecological wellbeing of Brown County urban areas. In addition, area municipalities are able to meet their planting goals without adding additional strain to already tight budgets.

Team Recruitment

The Packers initially became interested in tree planting as a possible carbon footprint offset via a suggestion from the daughter of one of their coaches. Upon investigation and research, the Packers found examples of mass plantings in numerous public forests. Because of the tremendous support they receive from the community, the Packers wanted to focus their outreach efforts in the Brown County area as much as possible.

The Packers contacted one of their Green Team partners knowledgeable about local forestry, Wisconsin Public Service (WPS), to discuss their idea. It was good timing as their arborist was attending a regular meeting of local municipal foresters and the Wisconsin DNR. The Packers' desire to support local tree planting and the proposal to start a Packer program of planting trees in local communities was very appealing to the group.

After a handful of meetings, details of the program were finalized with the Packers, and the program was initiated in 2010. First Downs for Trees became part of the Packer's Green Team initiative and community outreach effect.



Special Teams: grants & sponsors

In 2011, after the first planting season, the DNR applied for a Great Lakes Restoration Initiative (GLRI) grant from the U.S. Forest Service. This grant funds projects which protect, enhance, and restore urban ecosystems within an EPA Area of Concern for the Great Lakes, which includes the Bay of Green Bay. An additional \$31,080 of grant funds enabled the program to expand planting from 1 to 2.4 trees per first down. In 2012, a second (two-year) GLRI grant for \$48,399 increased tree planting and also included development of strategic tree planting guidance for stormwater mitigation and creation of a program how-to playbook.

During 2013 the program continued to grow, with the Packers recruiting two corporate sponsors to join the team, Green Bay Packaging and SCA, each providing \$8,000 annually to support increased tree planting.

Annual Game Plan

Fall:

- FDFT committee plans another winning season.
- Work with sponsors to determine tree purchase budget.
- Contact communities regarding participation.
- FDFT committee selects tree species to be offered.
- Contact nurseries about availability and pricing.
- Final tree selection made.



Winter:

- Packers distribute order forms to community partners.
- DNR collects community tree orders and places a consolidated order with nurseries.
- Packers and sponsors present donation to DNR Natural Resources Board.



Spring:

- Sponsor signs designed and printed.
- DNR organizes delivery dates and locations.
- Packers distribute tree planting and pick-up instructions.
- Communities pickup trees and signs.
- Communities plant trees and work with media and others to expand the impact.
- DNR calculates projected benefits from trees planted and shares with partners.
- Packer press conference (media event/celebration) to promote project and recognize sponsors and partners

Summer:

- Additional grants and sponsors identified and recruited.
- Packer fans celebrate the beginning of another football season filled with plenty of first downs and plans for another Super Bowl victory!



MARKET \$\$ ECONOMIC \$\$ BENEFITS

WPNR utilized i-Tree Canopy and i-Tree Streets (public domain software) to quantify the extent and benefits of the *First Downs for Trees* tree plantings. Translating benefits into dollar values and packaging in an attractive format provided team partners with an easy-to-read resource to demonstrate value and recruit new partners and fans. Media outlets especially like the data and have found it easy to incorporate into their stories. Learn more at:

<http://www.itreetools.org/resources/projects.php>



CELEBRATE AND HAVE FUN!

Who can resist a party? After all the work is done and the trees are in the ground, it's time to say THANKS and celebrate! Hold a media event; invite local officials, corporate sponsors, players, etc. People love having their picture taken with players and Super Bowl rings.

The media event/celebration tree planting at Lambeau Field hosted by the Packers in May, 2014, had an audience outreach of 454,854 and a media value of \$8,109.



Archives: Season Highlights

Pre-season 2010

- ✎ Wisconsin Public Service Corp approaches DNR about the Packers' interest in tree planting to offset their carbon footprint.
- ✎ DNR drafts a community tree planting proposal estimating the number of trees needed to offset 450 tons of carbon. Packers accept the proposal.
- ✎ Packers link the project to first downs.
- ✎ DNR contacts Brown County communities to determine interest in the Packer tree program.
- ✎ Kick-off tree planting event at Skyline Park in June.



Season One (2011)

- ✎ FDFT Committee established (advisory team of municipal reps and sponsors).
- ✎ Committee proposes tree species list.
- ✎ DNR manages community tree and nursery orders.
- ✎ Packers provide \$16,000, WPS provides signs, DNR provides project management.
- ✎ Packers purchase 319 trees to be planted by 22 community partners.
- ✎ Meacham nursery donates an additional 126 trees.
- ✎ Spring planting event held with students from Red Smith Elementary School.
- ✎ DNR applies for GLRI grant for \$31,080 to expand program.
- ✎ "Big Check" presentation at Lambeau Field with Packers President/CEO Mark Murphy, USFS Director of the Northeastern Area and DNR Deputy Division Administrator. The benefits of trees and how this partnership will benefit the Bay of Green Bay and Lake Michigan are featured.

Season Two (2012)

- ✎ FDFT improves urban forest resilience by offering 10 different genera, 16 different species and two types of nursery stock; bare root and B&B.
- ✎ DNR serves as fiscal agent for the GLRI grant, following state guidelines for purchasing. 848 trees are purchased and planted by 29 community partners. Total tree expenditure is \$45,983.
- ✎ i-Tree Streets is used to calculate tree benefits. Data inserted into an attractive handout and are shared with communities.
- ✎ Media event/celebration tree planting is held at Lambeau Field with Packer President & CEO Mark Murphy, USFS Chief Tom Tidwell and DNR Secretary Cathy Stepp. Representatives from all participating communities are invited to assist with tree planting. Audience outreach 356,566; media value \$5,897.
- ✎ DNR receives 2nd GLRI grant for \$48,399 to expand the FDFT program. Emphasis on strategic tree planting to mitigate stormwater and development of a playbook.

Season Three (2013)

- ✎ Seven communities are targeted to strategically plant trees to reduce stormwater runoff. Strategic planting guidance developed.
- ✎ DNR facilitates the purchase of 749 trees from four Wisconsin nurseries with 19 communities planting trees. Total tree expenditure is \$42,586.
- ✎ Media event/celebration tree planting on the grounds of Wisconsin Public Service Company, replacing 39 ash trees removed due to EAB. Packers President/CEO Mark Murphy, DNR Secretary, U.S. Forest Service Director of the Northeastern Area, Wisconsin Public Service president and EPA senior advisor provide comment on how trees benefit stormwater. Audience outreach 787,323; media value \$22,339.
- ✎ Packers secure two additional sponsors—SCA and Green Bay Packaging—with each contributing \$8,000 for tree planting.
- ✎ New First Downs for Trees logo is unveiled.

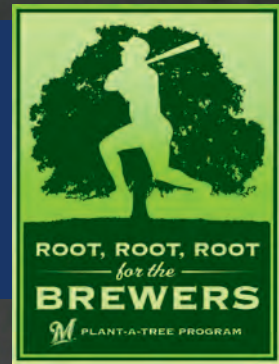
Season Four (2014)

- ✎ Communities continue to seek ways to strategically plant trees to mitigate stormwater.
- ✎ DNR facilitates the purchase of 720 trees from six nurseries, five located within Wisconsin. 18 communities plant trees. Total tree expenditure is \$50,279.
- ✎ Media event/celebration tree planting returns to Lambeau Field with Packers President/CEO Mark Murphy, hosting corporate and public sponsors. Audience outreach 454,854; media value \$8,109.

Our thanks to the First Downs for Trees Team members:

Green Bay Packers (Aaron Popkey, Jessica Bedore), Wisconsin Public Service (Greg Kirchmayer & Lisa Prunty), Green Bay Packaging, SCA, Tim Bauknecht, Chris Clark, Mark Freberg, Brian Pelot, McKay Nursery, Meacham Nursery, Midpark Nurseries, Schichtel's Nursery, Silver Creek Nurseries, Tillman Wholesale Growers, the communities of Allouez, Ashwaubenon, Bellevue, Denmark, DePere, Eaton, Green Bay, Hobart, Holland, Howard, Humboldt, Lawrence, Ledgeview, Morrison, Pittsfield, Pulaski, Rockland, Scott, Suamico, Wrightstown, Town of Wrightstown, Brown County, the Oneida Tribe, U.S. Forest Service and Wisconsin Department of Natural Resources (Tracy Salisbury, Kimberly Miller, Olivia Witthun and Laura Wyatt)

ROOT, ROOT, ROOT for the Brewers (R3B) is a partnership between the Milwaukee Brewers and Wisconsin Department of Natural Resources (DNR). Initiated in 2011, the program annually distributes 7500 tree seedlings to fans at one regular-season Brewers' game in addition to donating approximately 150 landscape trees for planting along the Hank Aaron State Trail corridor and in communities near Miller Park Stadium. These trees are planted along streets and in county and community parks with baseball diamonds. In general, the team donates one tree for every 20,000 tickets sold during the regular season with the goal to offset the number of trees used to print the Club's regular-season tickets.



Statistics: Four Seasons (2011-2014)

Year	Trees Planted	Planting Partners Involved
2011	150	Hank Aaron State Trail—150
2012	150	Milwaukee County Parks—75 West Allis—30 Wauwatosa—30 West Milwaukee—15
2013	150	Milwaukee County Parks—74 Hank Aaron State Trail—56 West Milwaukee—20
2014	70/115	Veterans Administration Grounds—34 West Milwaukee—20 Hank Aaron State Trail—16 trees; 115 shrubs



Funds for Trees:

- Milwaukee Brewers—seedlings for 2014 and all landscape trees

Donated Services:

- Wisconsin DNR Urban Forestry Program—technical project management
- Wisconsin DNR Reforestation Program tree seedlings, packaging and delivery—2011, 2012, 2013
- Partner communities and Milwaukee County—tree planting and care

Game Plan

The Wisconsin DNR Division of Forestry Reforestation Program contacted the Milwaukee Brewers baseball franchise in 2011 with a written proposal to assess opportunities to promote the DNR state nurseries' 100-year centennial *Plant a Legacy* campaign in conjunction with the team's local environmental efforts. What was envisioned as a one-year project has developed into a four-season partnership!

Team Recruitment

Although DNR previously had worked with the Brewers on other initiatives such as forest fire prevention, DNR staff did not have a current contact within the Brewers organization. Learning that a member of the DNR administrative staff had a family member employed by the Brewers front office, an introduction was requested through this contact. A meeting was held where DNR staff shared a preliminary draft proposal. Upon review by the Brewers' organization the project was directed to the director of business operations.

Additional communication fleshed out the project scope and timeline. Based on input from the Brewers, the DNR would provide 7500 white spruce seedlings for distribution at a home game during the Milwaukee Brewers' *Green Week*. In turn the Brewers would

donate approximately 150 landscape-sized trees for planting along the Hank Aaron State Trail. Everyone gained from this new partnership! DNR Forestry expanded their nursery centennial campaign to a much wider audience while the Milwaukee Brewers actively demonstrated their commitment to sustainability and greening Milwaukee.

The *Green Week* seedling distribution included a pre-game, on-field acknowledgement of nursery staff and a tree planting message, including DNR logo, displayed on the scoreboard (the third-largest video board in the major leagues).

The inaugural planting of R3B trees was designated for the Hank Aaron State Trail which runs through Miller Park, home of the Milwaukee Brewers. The trail is named in honor of baseball legend Hank Aaron and provides a continuous connection between Miller Park Stadium and the Lake Michigan lakefront, as well as providing connections to numerous famous Milwaukee landmarks.

Over the past four seasons, R3B has expanded tree planting to communities within the Hank Aaron State Trail corridor, Milwaukee County Parks, and the US Veterans Administration Medical Center and National Soldier's Home Historic District, established in 1876. Trees provided to Milwaukee County and local communities have been planted along streets and in parks with baseball fields.

GO IN WITH A GAME PLAN

Have a proposal (tree initiative) that connects and supports an established interest or program of the team. Identify proposed roles. Leave plenty of room for creative engagement. Pass the ball of ownership to the team. Be sure to demonstrate how tree planting supports the team's interests and benefits the communities their fans call home.





POWER OF A SPORTS FAN BASE

America's favorite pastime ... baseball ... in addition to other sports, reaches an extraordinarily large audience. Americans follow sports at all levels. Use this to your advantage to promote a tree message. Reporters from all media formats, including television, radio, print and electronic, show up at a sports related event. Heck, sports have carved out their own niche in the news. They are wizards at marketing.



Special Teams: Partners

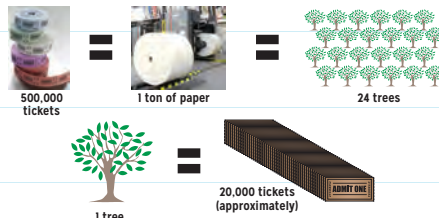
Partners have been an integral part of R3B's success, especially getting Brewer trees planted. DNR Parks and Recreation staff who manage the Hank Aaron State Trail have been important partners in orchestrating planting along the trail and reaching out to additional partners along the trail. One example of an extended partnership is the Urban Ecology Center, an organization with a facility located along the trail, whose mission is to foster ecological understanding. The Urban Ecology Center was interested in planting a small grove of 12 sugar maples which could eventually be the center of an educational program on maple sugaring or tapping trees for syrup. R3B was able to make that happen!

Additional community partners include the communities of Wauwatosa, West Allis and West Milwaukee, and Milwaukee County Parks. Trees were donated by the Brewers and these partners planted and will continue to provide care and maintenance.

DNR Urban Forestry played a critical role in facilitating the outreach to additional partners, managing the logistics of getting trees to partners, and ensuring planting procedures follow industry standards. Serving in this capacity enabled the program to expand beyond the original project footprint and impact a much larger geographic area and many more people.



Why one tree for every 20,000 tickets?



Annual Game Plan:

Winter:

- ✦ DNR and Brewers agree upon a game date for seedling distribution, along with the species, age and quantity of nursery stock.
- ✦ DNR orders printed protective sleeve for each seedling and recruits tree planting partners and locations for landscape-sized tree plantings.
- ✦ DNR establishes specifications for nursery stock and planting.

Spring:

- ✦ DNR, working with tree planting partners, identifies specific trees and site related needs.
- ✦ Brewers negotiate with selected nursery for purchase and planting services for landscape trees.
- ✦ Seedlings distributed during a regular-season game along with pre-game announcements.
 - ✦ DNR coordinates individual seedling packaging and delivery for game-day distribution.
 - ✦ Game-day announcements are suggested by the DNR and finalized by the Brewers.
 - ✦ Seedlings are distributed by Brewers staff on game day.
- ✦ Tree planting along Hank Aaron State Trail and within communities and county:
 - ✦ DNR serves as project manager to ensure landscape-sized trees are properly sited, planted and maintained throughout warranty period.
 - ✦ Develops planting list and respond to species availability issues and substitutions.
 - ✦ Coordinates tree delivery and planting service with partners.
 - ✦ Provides necessary inspection and performance release.
- ✦ Brewers order landscape-sized trees and contract planting services for those trees planted along the Hank Aaron State Trail.

Summer:

- ✦ Continued inspection of tree planting locations with replacements as needed.
- ✦ Thank-yous sent.
- ✦ Fans focus on the race to the World Series.

Fall:

- ✦ DNR & Brewers review ticket sales and commit to program specifications and budgetary needs for the coming year.

Archives: Season Highlights

Pre-season (2011)

- ✦ Wisconsin DNR approaches the Brewers with project proposal to support the Brewers position as a “green” professional baseball team while also celebrating the state nurseries’ 100-year centennial “Plant a Legacy” campaign.
- ✦ A partnership is formed; Brewers agree to include a seedling distribution at a home game during *Green Week* and also to contribute funds to plant 150 landscape trees along the Hank Aaron State Trail. DNR will serve as the technical project manager.
- ✦ Brewers determine the number of trees donated will be tied to the number of tickets sold, with the goal of offsetting the number of trees needed to produce approximately 3.1 million tickets.

Season One (2011)

- ✦ Seedling distribution is part of the *Green Week* series of sustainable activities.
 - ✦ 7500 spruce seedlings are donated by the DNR reforestation program for distribution at a game during *Green Week* (June).
 - ✦ Pre-game acknowledgment:
 - ✦ Tree planting message with logos are developed by the Brewers from information submitted by DNR.
 - ✦ Pre-game announcements are made and accompanied by a scoreboard message
 - ✦ Nursery staff are introduced on the field.
- ✦ Tree Planting (DNR serves as project manager).
 - ✦ DNR Urban Forestry staff partners with DNR Parks and Recreation for tree planting along the Hank Aaron State Trail.
 - ✦ Planting sites are identified and species selected from an approved plant list.
 - ✦ Based on mid-summer timing and availability of trees, half (75) of the trees are planted in the fall of 2011 with the balance planted the following spring.
 - ✦ Contact is made with the Wisconsin Green Industry Federation to obtain a list of potential vendors.
 - ✦ DNR prepares tree purchase and planting specifications and bidding documents.
 - ✦ Brewers distribute the request for proposals and bids.
 - ✦ Brewers select McKay Nursery of Waterloo, WI, to supply and plant trees
 - ✦ Tree planting is scheduled.
 - ✦ DNR inspects project and provides final sign-off.
 - ✦ DNR Parks and Recreation provide watering and ongoing maintenance.

Season Two (2012)

- ✦ Brewers endorse R3B for a second consecutive year.
- ✦ DNR provides 7500 white spruce seedlings for distribution at a spring game.
- ✦ Pre-game announcement on the field is accompanied by a scoreboard message.

- ✦ DNR Urban Forestry staff recruit additional tree planting partners and coordinate logistics with partners to identify tree needs, coordinate order with Brewers, and coordinate tree distribution.
- ✦ All planting is completed by Milwaukee County and communities – 150 trees are planted in communities adjoining Miller Park and in Milwaukee County parks
 - ✦ Special project: 30 trees are planted as part of the renovations at James W. Beckum Park. The tree planting is part of the larger Chevrolet Diamonds and Dreams program which supports young ball players with opportunities to play on a “dream” baseball field in their hometown. Prince Fielder, former Brewer first baseman and MVP of the 82nd annual All-Star Game in 2011, selects Milwaukee County Parks as the 2012 Diamonds and Dreams program recipient. R3B becomes part of a larger initiative.

Season Three (2013)

- ✦ Brewers endorse R3B for a third consecutive year.
- ✦ DNR provides 7500 white spruce seedlings for distribution at a spring game.
- ✦ Pre-game announcement on the field accompanied by a scoreboard message.
- ✦ DNR nursery manager is invited to throw the ceremonial first pitch of the game.
- ✦ DNR urban forestry staff work with partners to identify tree needs, coordinate order with Brewers, and coordinate tree distribution. All trees on the Hank Aaron State Trail are contract planted. Trees donated to communities and the county are planted by recipients.
- ✦ 150 trees are planted along the Hank Aaron State Trail, in the Miller Park community and in Milwaukee County parks.
 - ✦ Special project: Urban Ecology Center, an environmental educational laboratory located along the trail, requests 12 sugar maples which will be developed into a maple sugaring program.
- ✦ Brewers order trees.
- ✦ DNR staff continue to provide technical project support and management, working with tree planting partners to prepare planting lists, coordinate deliveries and ensure success.
- ✦ At the end of the season, Brewers endorse R3B for a fourth consecutive year and agree to purchase seedlings for distribution at a game the following season.

Season Four (2014)

- ✦ Brewers purchase 7500 white spruce seedlings from the DNR reforestation program for distribution during a spring game. This becomes part of the Brewer’s *Brewing a Greener Game* sustainability initiative.
- ✦ DNR Urban Forestry staff coordinates tree planting on the grounds of the Veterans Administration, along the Hank Aaron State Trail and in West Milwaukee.



SHOW YOUR APPRECIATION

You can never say “Thank You” enough; express your gratitude often! Nominate the team for awards and recognition. Have communities send photos of volunteers planting and enjoying trees. Have school children send handmade thank-you cards. Communities can pass resolutions accepting the gift of trees while recognizing and expressing thanks.



Our thanks to ROOT, ROOT, ROOT for the Brewers team members:

Milwaukee Brewers (Teddy Werner), City of Wauwatosa (Ken Walbrant), City of West Allis (Mike Rushmer), Village of West Milwaukee (Jim Stenzel), Milwaukee County Parks (Ramsey Radakovich), McKay’s Nursery (Eric Seidl), Veterans Administration, Wisconsin Department of Natural Resources (Pat Murphy and Reforestation staff, Kim Sebastian, Urban Forestry, and Melissa Cook, Parks and Recreation)

GET OFF THE BENCH... YOU'RE UP!

WHAT WILL IT TAKE TO SCORE A TOUCHDOWN OR HIT A HOMERUN FOR YOUR TEAM?

🍁 DEFINE YOUR GOALS AND DESIRED OUTCOMES

- 🍁 Tree planting; increasing canopy
- 🍁 Caring for trees
- 🍁 Developing advocates

🍁 IDENTIFY AND RECRUIT PARTNERS

- 🍁 Major and minor league professional sports teams
- 🍁 College teams
- 🍁 High school and youth leagues

🍁 SCOUT THE LINEUP

- 🍁 Connect YOUR project to THEIR game plan; help the team achieve their goals for:
 - 🍁 Carbon offset
 - 🍁 Sustainability
 - 🍁 Environmental ethic (Green Team)

🍁 MAKE A PLAY WITH AN OUTSTANDING PROPOSAL

- 🍁 Make the connections
- 🍁 Provide opportunity for flexibility and ownership
- 🍁 Make everyone a winner

MAKE IT EASY TO SAY YES

The Wisconsin Department of Natural Resources provides equal opportunity in its employment, programs, services, and functions under an Affirmative Action Plan. If you have any questions, please write to Equal Opportunity Office, Department of Interior, Washington, D.C. 20240.

This publication can be made available in alternative formats (large print, Braille, audio tape, etc) upon request. Please call (608) 266-8204 for more information.

First Downs for Trees program is funded in part by **Great Lakes Restoration Initiative Grants** awarded in 2011 and 2012 by the Environmental Protection Agency and the US Forest Service.



Additional Resources:

ACTrees (Alliance for Community Trees)

Webcast, archived (July 18, 2013)—*Points Score Trees: Partnering with Professional Sports Teams*

Partnering with area sports teams is one great way to score more trees for your community. This presentation by Jimmy Owens, Vice President for Business Development of the Pennsylvania Horticultural Society, and Greg Tudor, Development Manager of the Friends of Trees in Oregon, survey how local nonprofits are hosting plantings with baseball, soccer, football, and hockey teams to enhance urban canopies across the country.

<http://actrees.org/what-we-do/training-and-conferences/events/sports-teams-planting-trees/>

Resource list—19 success stories and programs

http://actrees.org/files/Events/bbls75_resourceлист.pdf