



TreeRaise™ Nonprofit Fundraising Starter Guide

Everything you need to launch a transparent fundraiser that supports your mission and verified environmental restoration.

Step-by-step guidance, templates, and impact-ready tools for Nonprofits



Welcome to TreeRaise™

A modern fundraising platform for mission-driven organizations.

Thank you for choosing TreeRaise.

This guide was created to help nonprofits raise funds in a way that builds donor trust and aligns with their mission. Instead of selling products or relying on pressure-based tactics, TreeRaise allows your supporters to contribute digitally while funding verified environmental restoration.

Inside this guide, you will find:

- A quick-start roadmap for launching your campaign
- A clear explanation of how TreeRaise works
- Impact options you can share with confidence
- Simple planning checklists for nonprofit teams
- Ready-to-use communication templates
- Guidance for keeping supporters informed and engaged

Our goal is to help you launch a fundraiser that is ethical, transparent, and easy to manage.



Quick Start Roadmap

Launch your TreeRaise drive in four simple steps.



- **Step 1: Create Your Campaign**
 - Set your fundraising goal and campaign details.
- **Step 2: Share With Supporters**
 - Distribute your digital campaign link via email, social media, or newsletters.
- **Step 3: Engage Your Community**
 - Share progress updates and impact milestones.
- **Step 4: Close and Report**
 - Wrap up your campaign and share verified results with contributors and stakeholders.

How TreeRaise™ Works

A transparent model nonprofits can trust.



- **Mission Support**
 - Fifty percent of every contribution directly supports your nonprofit's programs and operations.
- **Verified Environmental Impact**
 - The remaining funds support tree planting through independently verified reforestation projects.
- **Real-Time Transparency**
 - Your dashboard updates with funds raised and impact data as it becomes available.
- **Simple Participation**
 - Supporters give digitally. No products, no logistics, no follow-up burden.

Choose Your Impact

Your community can support your fundraiser in the way that matters most to them.



Keep 50% of Every Contribution to Support Your Organization's Mission.

Supporters can also give directly toward your fundraising goal. This model allows your group to raise meaningful funds while contributing to global restoration.

Impact Highlights

- Fifty percent of every contribution supports your organization's programs
- No selling, no inventory, no pressure on families or members
- Simple participation
- Real-time, transparent reporting

Global Impact, Local Change

Your fundraising supports verified restoration projects around the world



TreeRaise connects your nonprofit organization with real, measurable impact across multiple regions. Every contribution supports reforestation and restoration projects that strengthen communities and rebuild ecosystems. These projects are independently verified through veritree for full transparency.

Each marker on the map highlights a current TreeRaise project area. From agroforestry in Haiti to mangrove restoration in East Africa, your fundraiser helps grow healthy forests, protect biodiversity, and create lasting environmental change.

Launch Checklist

Key Milestones

Use this checklist to guide your team through a simple and successful TreeRaise drive. Each phase outlines a clear milestone, helping you stay organized and confident from start to finish.

Create your TreeRaise account, add your organization name.

Upload your logo or banner and set your fundraising goal to make the drive feel connected to your community.

Send the launch email, post your unique link, and display posters in high-traffic areas.

Post updates, highlight early contributions, and remind supporters that every dollar makes a real impact.

Monitor your dashboard as contributions come in and watch your impact grow in real time.

Announce your totals, thank supporters, and share your verified impact report with your community.

Phase 1

Set Up Your Drive

Phase 2

Personalize Your Page

Phase 3

Share With Members

Phase 4

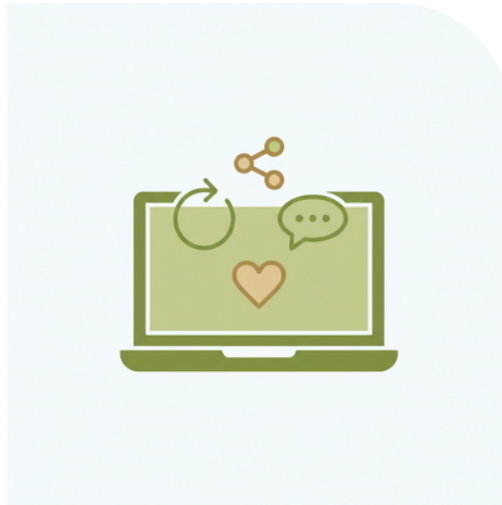
Keep Contributors Engaged

Phase 5

Track Your Progress

Phase 6

Celebrate Your Impact



Starter Pack

Ready-to-share tools for a fast and confident launch.

These templates help nonprofits communicate clearly and consistently with contributors, volunteers, and supporters throughout the campaign.



Posters Preview

These posters are designed to help your community feel connected, inspired, and proud to support your TreeRaise drive. Each design makes it easy to spread the word and remind families that every contribution helps grow something meaningful for your school and our planet.

Printable
Posters

Email Templates

Launch, Mid-Drive, Final Push Templates



The email templates in this kit make it simple to communicate with your donors at every stage of your TreeRaise drive. Use these ready-to-customize messages for your Launch, Mid-Drive, and Final Push emails to keep your members engaged and informed.

Each template includes key talking points and clear calls to action. Personalize the messages however you like to reflect your non-profit's voice and help your supporters feel connected, appreciated, and part of something meaningful.

Key Messages for Nonprofit Leaders and Boards

Talking points to help introduce your TreeRaise drive with confidence.

Key Points

Why We Chose TreeRaise

TreeRaise offers a transparent fundraising approach that aligns with our mission and values. There are no product sales, no pressure tactics, and every contribution is clearly accounted for.

How It Works

Contributors can choose to support our fundraiser or plant trees directly. Everything is tracked in real time through our TreeRaise dashboard.

Why It Matters

This fundraiser allows us to support our programs while contributing to verified environmental restoration. It strengthens donor trust and reinforces our commitment to accountability.

Frequently Asked Questions

Answers to common inquiries about fundraising



Our FAQs are here to give you quick, clear answers about getting started with TreeRaise. Whether you are setting up your drive or sharing it with contributors, these questions cover the basics so you can move forward with confidence.

If you need more help at any point, our support team is ready to assist. We are committed to making your fundraising experience simple, smooth, and successful for your entire community.

Brand Guidelines

TreeRaise uses a five-color palette and two font families to create a warm, approachable visual identity.

These brand elements help ensure everything you create feels consistent, friendly, and unmistakably TreeRaise. Use these colors, fonts, and icon styles to maintain a cohesive look across your fundraising materials.

Key Elements

Colors

TreeRaise's palette is inspired by nature. These colors support a calm, trustworthy, eco-friendly tone across all materials.

Primary Greens

- Forest Green: #18492E
- Canopy Green: #3C6F46
- Leaf Green: #7BAF73

Accent Colors

- Sunrise Gold: #E4B659
- Soft Earth Neutral: #F4EFE5

Use these colors for backgrounds, accents, headlines, and illustration elements to maintain a unified visual identity.

Fonts

TreeRaise pairs a warm editorial serif with a clean sans serif to balance personality and readability.

Heading Font

- Recoleta (Editorial Serif style or similar)
- [Free Alternative](#)

Body Font

- [Roboto](#) (Regular, Medium or similar)

Icons

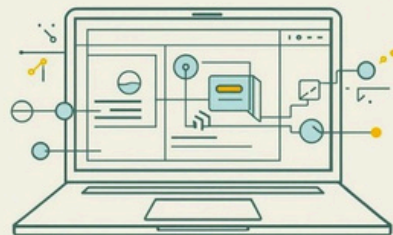
Use simple thin-line eco icons with rounded corners for a modern and minimal look. Keep icons lightweight and consistent in line width to match the TreeRaise illustration style.

Login Instructions

Access Your Fundraising Resources

To access your TreeRaise resources, visit our website and log in using the credentials you received during setup. Once inside, you will find your dashboard, templates, and all the tools you need to support your fundraiser.

If you have any trouble logging in or finding what you need, our support team is here to help. We are committed to making your experience simple, smooth, and stress-free.



TreeRaise™ Appendix

Here are some of the content and helpful stuff you may need for your fundraiser

Appendix I

Appendix II

Appendix III

Appendix IV

Appendix V

Quick Start Guide

TreeRaise Checklist

Social Media Starter Kit

Mini Posters 1-4

Email Templates

Quick Start: Full Walkthrough

Your step-by-step guide to launching your TreeRaise drive with clarity and confidence.

1. Set Up Your TreeRaise Drive

- Log into your TreeRaise account.
- Add your organization name.
- Set your fundraising goal or target.
- Choose your impact option.

Tip: Keep your goal simple and realistic. Clear goals increase participation.

2. Prepare Your Materials

- Download your posters from the appendix.
- Review the email and social templates included in this kit.
- Decide your communication schedule (Launch, Mid-Drive, Final Push).
- Identify who will help share the drive (volunteers).

Tip: You do not need a large team. One or two people can run a successful drive.

3. Launch Your Drive

- Send the Launch Email to supporters.
- Share your TreeRaise link across your channels.
- Post your first set of social media updates.
- Display printed posters in hallways, offices, and event spaces.

Tip: Launch day messaging sets the tone. Keep it warm, simple, and mission-focused.

4. Keep Families Engaged

- Share one update mid-week to maintain momentum.
- Celebrate early progress: dollars raised, trees funded, supporters participating.
- Remind supporters that sharing the link helps multiply impact.
- Use the Mid-Drive templates included in this kit for quick posts and emails.

Tip: Small updates create excitement and help supporters feel connected.

5. Final Push

- Send the Final Push Email 24–48 hours before your drive ends.
- Post a countdown reminder on social media.
- Highlight your progress to inspire last-minute participation.
- Keep messaging positive and gratitude-driven.

Tip: A friendly reminder often brings in 20 to 30 percent of total contributions.

6. Celebrate & Share Impact

- Check your TreeRaise dashboard for final totals.
- Share your results with your community: “Together we grew X trees” or “We raised \$X for our organization.”
- Post a Thank You message using the templates in the kit.
- Download or share your impact summary.

Tip: Celebrating impact builds trust and inspires future participation.

TreeRaiser™ Printable Checklist

Use this simple checklist to guide your team through every stage of your TreeRaise drive.

Before You Launch

- Set up your TreeRaise account.
- Add your organization name.
- Confirm your posters and social templates are ready.

Launch Week

- Send your Launch Email to supporters
- Post your TreeRaise link on your website.
- Share your drive on social media.
- Display printed posters in high-traffic areas.
- Remind group leaders to spread the word.
- Highlight why your community chose TreeRaise.

Mid-Drive

- Share a mid-week reminder email or message.
- Post a social update celebrating early progress.
- Encourage contributors to share the link with relatives and friends.
- Announce a small milestone & competition updates
- Thank your supporters publicly.

Final Push

- Send your Final Push Email.
- Share a countdown (“2 days left”).
- Highlight your impact so far to build excitement.
- Encourage one last round of sharing and participation.
- Keep messaging positive, simple, and gratitude-driven.

Drive Wrap-Up

- Share your final totals and celebrate success with your community.
- Thank all supporters, and organizers.
- Review your impact report inside the TreeRaise dashboard.
- Download or share the verified impact summary.
- Note any learnings or ideas for next time.

Optional Extras

- Post a “Thank You” graphic on social media.

You Got This!

TreeRaiser™ Social Media Templates

Ready-to-use captions and posts to help you share your TreeRaise drive with confidence.

Launch Posts

Use these captions on launch day to introduce your fundraiser.

Launch Caption 1 – Simple & Warm

We are excited to launch our TreeRaise fundraiser. Every contribution helps support our (school or organization) while also restoring forests around the world. Join us in growing something meaningful.
[Insert your TreeRaise link]

Launch Caption 2 – Impact Focused

Our TreeRaise drive is officially live. This year, your support helps us reach our goals while funding verified reforestation. Together, we can make a difference for our community and our planet.
[Insert your TreeRaise link]

Launch Caption 3 – For Organizations (non-school)

Our group is partnering with TreeRaise to make fundraising simple and sustainable. Support our mission. Every contribution matters.
[Insert your TreeRaise link]

Mid-Drive Posts

Use these mid-week to keep families, teams, and supporters engaged.

Mid-Drive Caption 1 – Progress Check

We are halfway through our TreeRaise fundraiser. Thank you to everyone who has already contributed. Help us keep the momentum going.
[Insert link]

Mid-Drive Caption 2 – Tree Impact Highlight

Did you know every TreeRaise contribution helps plant verified trees around the world? Your support is building a healthier planet for future generations.
[Insert link]

Mid-Drive Caption 3 – Community Focus

Our community is amazing. Thank you for helping us grow our impact. If you have not joined the drive yet, there is still time.
[Insert link]

TreeRaiser™ Social Media Templates

Ready-to-use captions and posts to help you share your TreeRaise drive with confidence.

Final Push Posts

These drive urgency while staying positive and supportive.

Final Push Caption 1 – Last Chance

Today is the final day of our TreeRaise fundraiser. Help us reach our goal and make a lasting impact. Every contribution counts.

[Insert link]

Launch Caption 2 – Impact Focused

Our TreeRaise drive is officially live. This year, your support helps us reach our goals while funding verified tree planting. Together, we can make a difference for our community and our planet.

[Insert your TreeRaise link]

Final Push Caption 3 – Organization-Friendly

Last call to support our TreeRaise initiative. Your contribution helps our mission and supports verified environmental impact.

[Insert link]

Thank You Posts

Share after your drive wraps up.

Thank You Caption 1 – Warm & Simple

Thank you to everyone who supported our TreeRaise fundraiser. Because of you, we reached our goal and helped plant trees around the world.

Thank You Caption 2 – Impact Recap

Together we made a difference. Our TreeRaise drive helped us raise support for our community and fund verified reforestation projects. Thank you for being part of our impact.

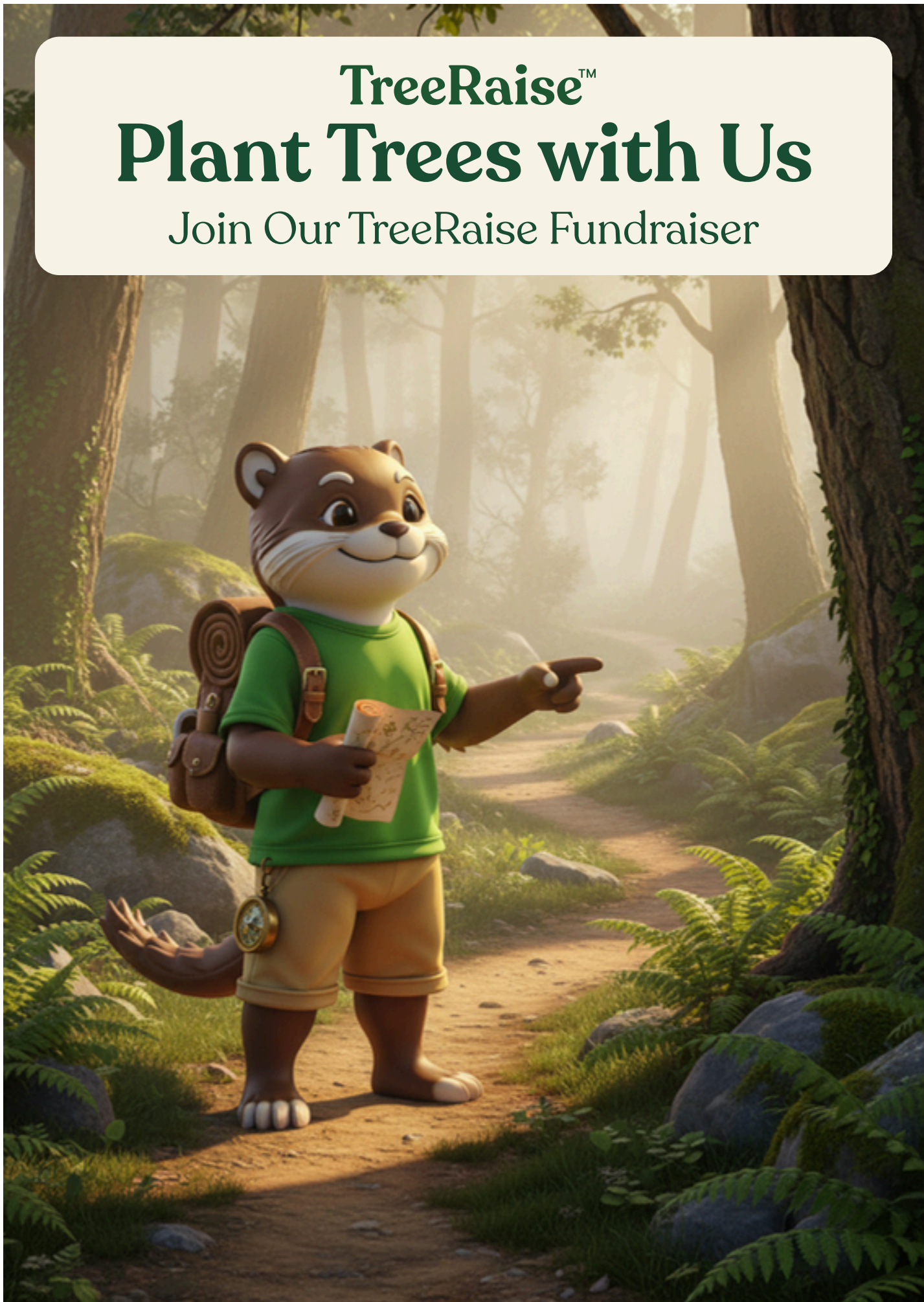
Thank You Caption 3 – Organization Version

A huge thank you to our supporters. Your contributions helped us advance our mission and invest in real environmental restoration.

TreeRaise™

Plant Trees with Us

Join Our TreeRaise Fundraiser





Mini Poster 2

Mini Poster 2

TreeRaise™
Help Us Grow Our Forest
Support Our TreeRaise Drive

TreeRaise™

Watch Our Impact Grow

Every Contribution Helps



TreeRaise™ We Did It

Thank You for Supporting Our Drive



TreeRaise™

Where Giving Grows

Join Our Community Effort



TreeRaise™

Support Our Nonprofit

Join Our TreeRaise Fundraiser



TreeRaise™

Grow Our Forest

Help Us Create Real Impact



Plant

Nurture

Flourish

Plant Trees With Us

Support Our Fundraiser



TreeRaise™

TreeRaiser™ Email Templates

Use these customizable emails to support your Launch, Mid-Drive, Final Push, and Wrap-Up communications. Templates are available for organizations.

1. Launch Email

Subject: Join Us in Supporting Our Mission and Growing Forests

Hello supporters,

We are launching our TreeRaise fundraiser to support our mission and invest in real environmental restoration. Every contribution directly supports our organization, with verified tree planting included in every gift.

TreeRaise makes participation simple. No selling. No pressure. Just meaningful impact you can see. Join our fundraiser using the link below:

[Insert Your TreeRaise Link]

Thank you for supporting our mission and helping grow a healthier planet.

Sincerely,

[Organization Name or Team]

TreeRaiser™ Email Templates

Use these customizable emails to support your Launch, Mid-Drive, Final Push, and Wrap-Up communications. Templates are available for organizations.

2. Mid-Drive Email

Subject: Thank You for Supporting Our TreeRaise Drive

Hello supporters,

Thank you for the incredible support during our TreeRaise fundraiser. We are making great progress toward our goal, and your contributions are already helping us expand our mission while restoring forests globally.

If you have not participated yet, we warmly invite you to join us. Every gift helps.

Here is our link:

[Insert Link]

We appreciate your continued support.

Sincerely,

[Organization Team]

TreeRaiser™ Email Templates

Use these customizable emails to support your Launch, Mid-Drive, Final Push, and Wrap-Up communications. Templates are available for organizations.

3. Final Push Email

Subject: Last Chance to Support Our TreeRaise Drive

Hello supporters,

This is the final call for our TreeRaise fundraiser. We are nearing our goal, and your support today will help us cross the finish line.

Your contribution directly supports our mission while funding meaningful reforestation work.

Please use this link to give before the drive closes:

[Insert Link]

Thank you for being part of our community and our impact

Sincerely,

[Organization Name]

TreeRaiser™ Email Templates

Use these customizable emails to support your Launch, Mid-Drive, Final Push, and Wrap-Up communications. Templates are available for organizations.

4. Wrap-Up Email

Subject: Thank You for Growing Impact With Us

Hello supporters,

Thank you for supporting our TreeRaise fundraiser. Your contributions helped us reach our goal and invest in meaningful environmental restoration.

Your generosity strengthens our mission and supports verified reforestation projects worldwide. We will share our full impact summary with you soon.

Thank you for being part of our work and our community.

Warmly,

[Organization Name or Leadership Team]