

TreeRaise™ Faith Fundraising Starter Guide

Where Giving Grows Through Stewardship

A simple, transparent way for faith communities to raise funds and plant verified trees.



Welcome to Your Faith Fundraising Starter Guide



This guide gives your faith community everything needed to launch a TreeRaise fundraiser that is simple, transparent, and purpose-driven.

Congregations want fundraising that feels aligned with their values. TreeRaise replaces product sales with verified environmental stewardship, allowing your community to give in a way that reflects care for people, creation, and long-term mission impact.



Simple. Launch in minutes.

This toolkit makes fundraising effortless, allowing families to get started quickly and seamlessly with everything needed for a successful campaign.



Transparent. Every tree is verified.

TreeRaise ensures that each contribution directly funds verified tree plantings, fostering trust and accountability within the community and beyond.

What is TreeRaise™ and How It Works

TreeRaise is a digital fundraising platform that helps faith communities raise funds while supporting verified tree planting projects around the world.

Your congregation contributes directly to your mission goals, and every dollar helps fund real restoration work that can be tracked and shared through transparent impact reporting.

Fundraising becomes:

- Simple
- Purposeful
- Community-centered

No selling products.
No inventory.
No logistical burden.



How TreeRaise™ Makes Fundraising Easy



Launch

Set your fundraising goal and create your campaign page with your ministry's story.



Share

Use ready-made posts, stories, and flyers to invite your congregation and supporters to participate.



Track

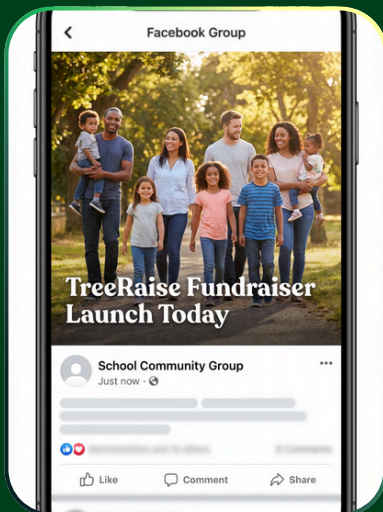
Monitor funds raised and trees planted in real time through verified impact data.



Celebrate

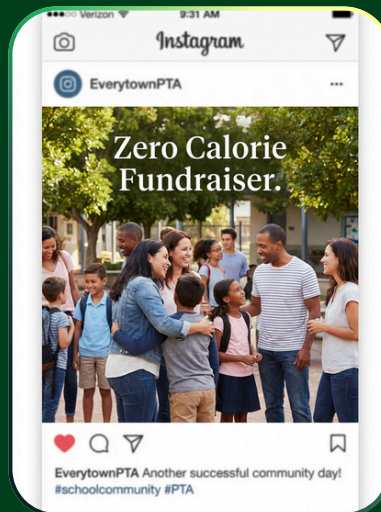
Share planting updates and celebrate the stewardship your community made possible.

Launch Day Social Posts



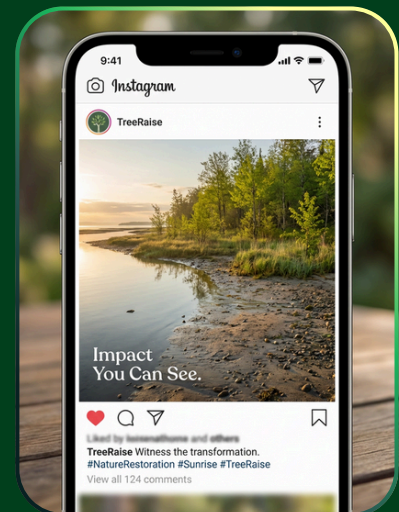
Campaign Launch

Share your big news with the community today!



Mission Alignment

Promote an easy way to support our Organization



Impact You Can See

Highlight the difference we're making together!

Examples:

Today we're launching our TreeRaise fundraiser.

This season, instead of selling products, we're supporting our mission by planting verified trees that restore ecosystems and support communities worldwide.

Every contribution supports our work and reflects our shared responsibility to care for creation.

Join us and help grow something lasting.

Link in comments.

Giving can be simple, meaningful, and aligned with our values.

Our TreeRaise fundraiser supports our ministry while planting real trees in verified restoration projects.

Thank you for helping us care for people, planet, and purpose together.

Our TreeRaise fundraiser tracks every dollar raised and every tree planted in real time.

Thank you for being faithful stewards of this shared mission.

Stories and Reels Templates



Intro Slide

Introduce your faith community and the purpose of the fundraiser.



How It Works

Show the three simple steps: Give. Share. Track Impact.



Impact Slide

Highlight trees planted, project locations, and restoration goals.



Call to Action

Invite supporters to participate and follow the campaign link.

Captions and Copy

Use these ready made captions to quickly share your TreeRaise campaign across your community. Each one is designed to be clear, simple, and effective for families who want to support their organization in a meaningful way.

Launch Announcement

Announce your TreeRaise fundraiser and emphasize that it plants real trees while raising money for the organization without selling products.

Mid Campaign Update

Share progress on funds raised and trees planted to encourage families to help you reach your goal.

Posting Tips

Tag local businesses and parent groups.
Keep messages short and clear.
Use consistent calls to action to improve visibility and engagement.

How to Customize

Personalize your TreeRaise campaign by updating a few key details. Customizing your kit helps families instantly recognize that the fundraiser supports their school and their community.



Congregation Name

Add your church or organization name to personalize materials.



Fundraising Goal

Share your mission goal to give supporters a clear purpose.



Campaign Timeline

Set a clear timeframe that fits your ministry calendar.

Why Choose TreeRaise

TreeRaise gives faith-based organizations a fundraising model that feels modern, meaningful, and easy to manage. Families support your organization in minutes, and every contribution makes a real environmental difference.



No Selling

No products to sell, deliver, or manage. Families can support you quickly without extra work.



Simple Process

The platform is designed for fast setup and easy sharing, reducing the workload on volunteers.



Verified Impact

Every contribution funds real tree planting through verified restoration sites, giving families complete transparency and trust.

Verified Impact Sites

Your TreeRaise fundraiser supports real environmental restoration in regions where healthy ecosystems strengthen communities.



Haiti

Agroforestry projects that restore soil health and support local farming communities.



East Africa

Mangrove restoration that protects coastlines, increases biodiversity, and strengthens climate resilience.



Brazil

Coastal forest and mangrove restoration that supports wildlife habitats and local economies.



United States

Post fire reforestation in areas recovering from severe wildfire damage, helping restore native forests and protect critical habitats.

Faith-Based Launch Checklist

Use this simple checklist to organize your TreeRaise fundraiser and keep your team aligned from start to finish.

Set Goal

Define a clear fundraising goal for your campaign.

Create Page

Build your TreeRaise campaign page with details.

Add Logo

Include your logo on your campaign page and social posts.

Share Link

Distribute your campaign link to families and community supporters.

Making It Easy to Participate

Make your TreeRaise campaign easy for families to find and support by sharing your link in the places they check most often.

Place Link

Add your campaign link to your website or digital bulletin.

QR Code

Generate a QR code for printed materials or service announcements.

Newsletters

Include the link in weekly emails and updates.

Pin Post

Pin your campaign announcement to social feeds.

Embed Button

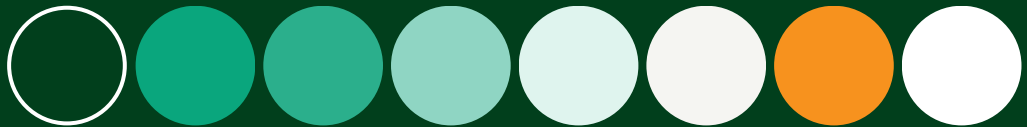
Add a support button to your ministry website.

TreeRaise™ Brand Elements

Use these brand elements to keep your TreeRaise materials consistent, clear, and recognizable across all platforms and communications.

Brand Colors

Our color palette includes TreeRaise Green #2BAF8C, Deep Forest Green #0AA67D, Sunrise Orange #F7921E, Sky Aqua #8FD5C3, Soft Sand #F5F5F2, and White #FFFFFF for a cohesive look.



Typography

We use Recoleta (free font Fraunces works) for headings and Roboto for body text to ensure clarity and readability across all materials and platforms.

Heading

Subheading

Body

Logo Usage

Always maintain generous white space around the TreeRaise logo. Avoid stretching, warping, or placing it over busy backgrounds to ensure clarity and brand consistency.



Download Your Assets

Your TreeRaise Social Media Kit includes everything you need to launch your campaign with clarity and confidence. These assets are designed to be easy to customize and ready to share across all faith organization channels.



Feed Posts

Six engaging posts designed to introduce your fundraiser, highlight impact, and boost participation.



Story Slides

Four vertical slides built for Instagram and Facebook Stories to quickly tell your campaign story.



Carousels

Three swipeable carousel posts that help explain your fundraiser, impact sites, and key messages.

Thank You for Leading the Way

Planting Together

Your faith community's **commitment** supports both mission work and environmental restoration.

Growing Puurpose

Together, we can create **lasting impact** through giving that reflects care, responsibility, and shared values.

