



TreeRaise™ Digital Download Kit

Everything you need to launch a fundraiser that grows forests and strengthens your community.

Step-by-step guidance, templates, and impact-ready tools for PTAs, organizations, schools, and youth groups.

Launch in under an hour. Start creating measurable impact today.



Welcome to TreeRaise™

A better way to fundraise.

Thank you for choosing TreeRaise.

This kit was created to make your fundraiser simple, transparent, and meaningful from the very first step. Instead of selling products families do not need, your community raises money while helping restore forests and ecosystems around the world.

Inside this guide, you will find everything required to run a successful drive:

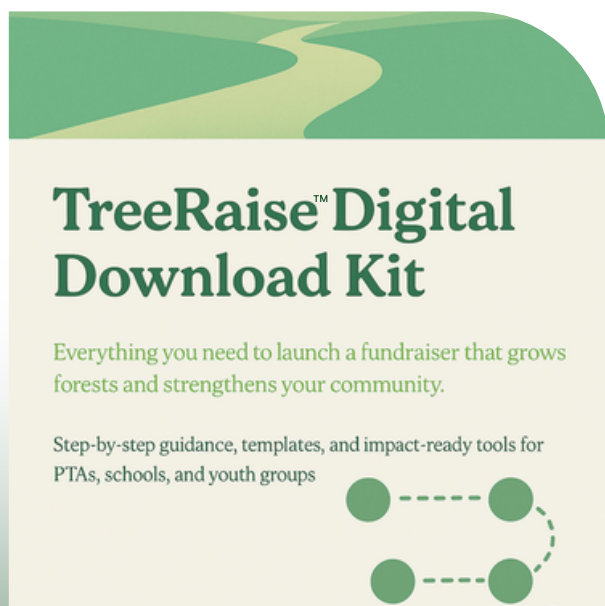
- A clear Quick Start Roadmap
- A step-by-step walkthrough of how the program works
- Impact options you can present to your group
- Simple checklists for teams and volunteers
- Posters, email templates, and social content
- Tips for keeping families engaged and excited

Our goal is to help you launch quickly and confidently, while creating a fundraiser your organization can be proud of.



Quick Start Roadmap

Launch your TreeRaise drive in four simple steps.



- **Step 1: Create Your Account**
 - Name your drive, add your school or group info, and set your fundraising goal.
- **Step 2: Share Your Drive**
 - Use the prebuilt posters, social graphics, and email templates to invite families.
- **Step 3: Engage Your Community**
 - Post updates and reminders. Highlight progress and invite families to join in.
- **Step 4: Celebrate Together**
 - Wrap up your drive, announce your totals, and share your verified impact story.

How TreeRaise™ Works

A clear process to follow for success



- **Step 1: Choose Your Impact**
 - Supporters can choose where to focus your reforestation and give toward your school's fundraising goal.
- **Step 2: Transparent Tracking**
 - Your dashboard updates in real time with dollars raised, trees funded, and verified impact.
- **Step 3: Verified Tree Planting**
 - Tree reforestation projects are carried out by trusted partners and validated through veritree.
- **Step 4: Impact Your Community Can See**
 - You receive real impact reporting that can be shared with students, families, and staff.

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 School'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
- Simple participation for parents and supporters
- Real-time, transparent reporting

Global Impact, Local Change

Your fundraising supports verified restoration projects around the world



TreeRaise connects your school 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 school's 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 school or group name, and choose your impact option.

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 Families

Phase 4

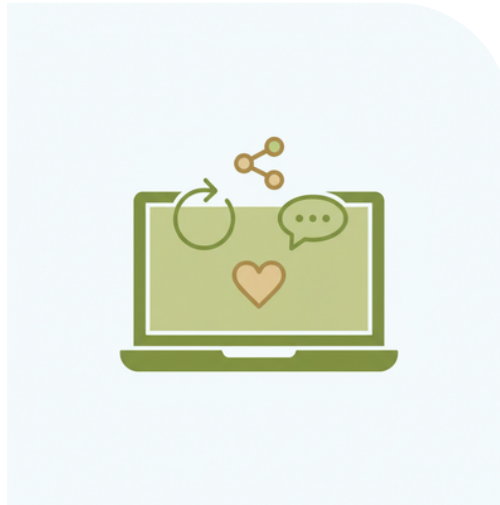
Keep Families Engaged

Phase 5

Track Your Progress

Phase 6

Celebrate Your Impact



Starter Pack

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

This section includes simple, customizable social media templates designed to help you spread the word quickly and keep families engaged throughout your TreeRaise drive. Each graphic is sized for major platforms and crafted to make sharing updates easy for busy parents, teachers, and supporters.



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 families 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 community engaged and informed.

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

Key Messages for Leadership

Talking points to help introduce your TreeRaise drive with confidence.

TreeRaise gives our school a simple, meaningful way to raise funds while contributing to real environmental impact. It is easy for families, transparent for our community, and aligned with our values.

Key Points

Why We Chose TreeRaise

TreeRaise is a fundraiser families feel good participating in. There is no selling, no pressure, and every contribution helps our school and the planet.

How It Works

Families can choose to support our fundraiser. Everything is tracked in real time through our TreeRaise dashboard.

Why It Matters

This fundraiser helps us reach our goals while teaching students about environmental stewardship and collective impact.

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 families, 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

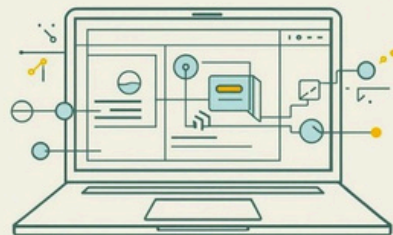
Use simple thin-line eco icons with rounded corners for a modern and minimal look. Keep icons lightweight and consistent in line width to match the TreeRaise illustration style.

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 school or organization name.
- Set your fundraising goal or tree-planting target.
- Choose your impact location.

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 (teachers, coaches, PTA, 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 families and supporters.
- Share your TreeRaise link across your school or group 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 families 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 school.”
- 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 school or organization name.
- Personalize your dashboard
- Confirm your posters and social templates are ready.
- Set up Competition between classes, grades, or organization departments

Launch Week

- Send your Launch Email to families and supporters.
- Post your TreeRaise link on your school or group website.
- Share your drive on social media.
- Display printed posters in high-traffic areas.
- Remind teachers and 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 families 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, families, teachers, 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.
- Print certificates for students, classrooms or departments
- Celebrate your drive at an assembly, meeting, or event.

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 tree 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 or plant trees directly. 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 verified reforestation 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.

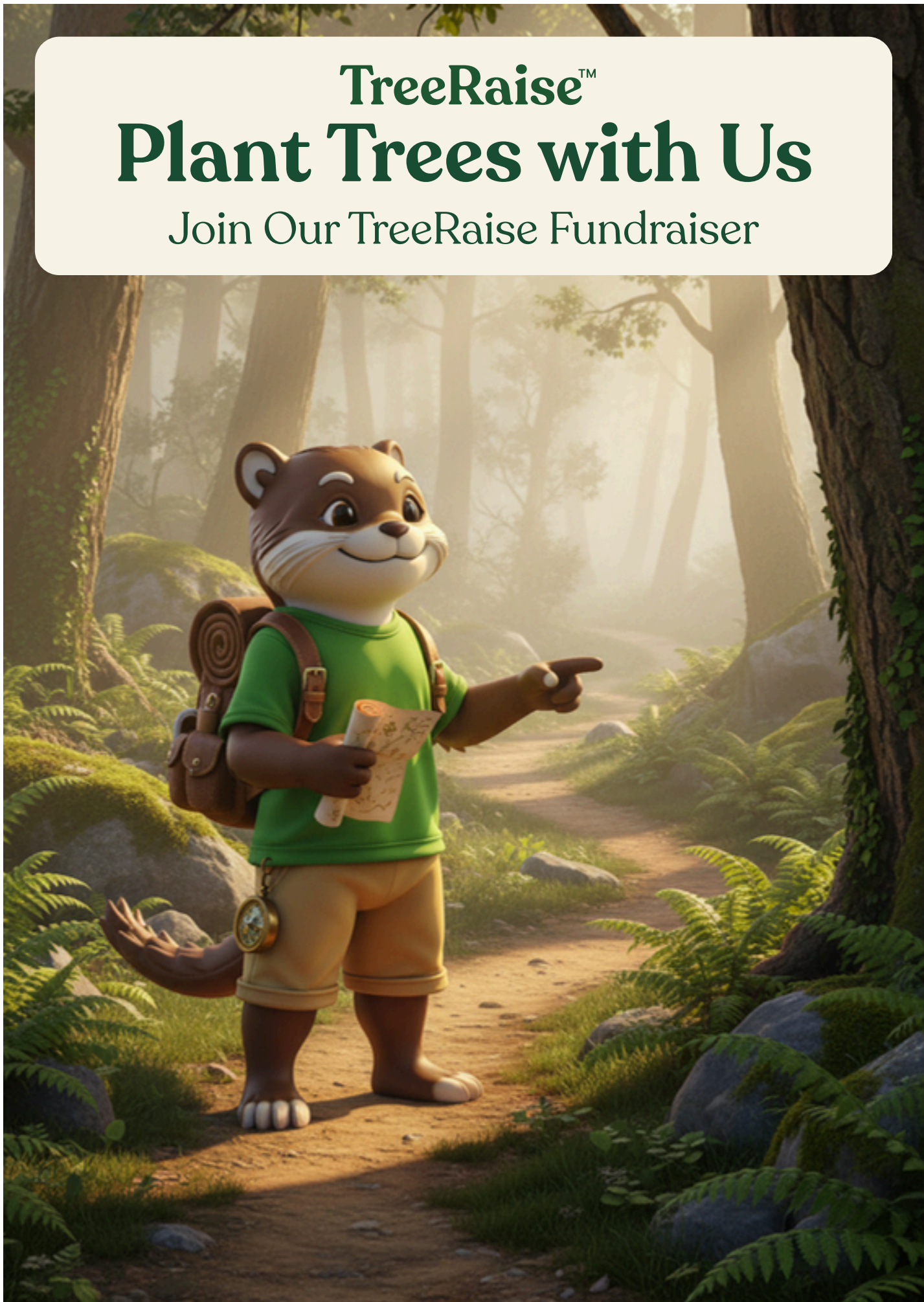
Thank You Caption 3 – Organization Version

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 School

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 schools and organizations.

1. Launch Email

Subject: Our TreeRaise Fundraiser Starts Today

Hello,

We are excited to launch our TreeRaise fundraiser. This year, our goal is to raise support for our school while also helping verified reforestation around the world. It is a simple, meaningful way for families to contribute without selling products or handling inventory.

Every contribution helps. Supporters can contribute toward our goal! Your participation, at any level, makes a real difference for our students and our planet.

Here is our fundraising link:

[Insert Your TreeRaise Link]

Thank you for helping us grow something meaningful this year.

Warmly,

[Name or School Team]

2. Mid-Drive Email

Subject: Halfway There. Thank You for Your Support

Hello,

We are halfway through our TreeRaise fundraiser and want to thank everyone who has contributed so far. Your support is helping us reach our goal and verified restoration areas around the world.

If you have not had a chance to participate yet, there is still time. Every contribution brings us closer to our goal.

Support our drive here:

[Insert Link]

Thank you for being part of our school community.

With gratitude,

[Name or School Team]

TreeRaiser™ Email Templates

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

3. Final Push Email

Subject: Last Day to Support Our TreeRaise Fundraiser

Hello,

Today is the final day of our TreeRaise fundraiser. We are close to reaching our goal and would appreciate your support in these final hours.

Every contribution, big or small, helps our school and funds verified reforestation that makes a lasting environmental impact.

Support here before the drive ends:

[Insert Link]

Thank you for helping us finish strong.

Warmly,

[Name or School Team]

4A. Wrap-Up Email (School Version)

Subject: Thank You for Supporting Our TreeRaise Fundraiser

Hello,

Thank you for supporting our TreeRaise fundraiser. Because of your generosity, we reached our goal and helped verified restoration in areas around the world.

Your support makes a difference for our students, our school, and our planet. We are grateful for everyone who contributed, shared the link, or helped spread the word.

We will share our impact summary soon so you can see the difference we made together.

With gratitude,

[Name or School Team]