



## **Saving a Tree in Your Community** ∞

We receive many emails from people who are about to lose cherished trees in their community due to some type of development. In these situations, your strategy is usually drawing public attention to the issue. Reach out to others in your community and get them involved; be creative.

We suggest using some of the following tactics. Each situation is different, so use what you think will work best in your community.

### **MARKET YOUR POSITION**

- Create a flyer (on recycled/tree free paper!) to help educate people in your community.
- Come up with a catchy phrase or slogan and keep using it over and over.
- Find out which local media channels (TV, newspaper, magazines, radio) might be interested in the story. Send a press release to anyone who you think might be interested.
- Involve children. Have them write letters or do creative actions with adults to draw attention to the issue.

### **ORGANIZE COMMUNITY SUPPORT**

- Go door to door and find out who in the community is concerned about or doesn't know about the issue.
- Hand out flyers in front of public places like movie theatres, grocery stores, and restaurants.

### **WRITE/CALL/SHOW UP**

*Once you've organized others in the community who are willing to help, here are some activities that can make a difference.*

- Letter-writing to your local paper: Have people send a letter to the editor of every day. When they get enough letters on a single issue, they will publish one of them, and may also report on the story.
- Petition/postcard-signing: Collect names for postcards or petitions to be sent to decision-makers on the issue.
- Phone trees: Have many people call the appropriate authorities to express concern.
- Ask people to show up at public hearings on the issue.

*Please keep in mind that some people will have 5 minutes to offer, some will have 5 weeks. Be sensitive to allowing for a wide range of ways people can get involved to suit their busy lives!*

### **OTHER IDEAS**

- If it is a public or protected area, find out if there are any legal issues you can use; for example, threatening the habitat of an endangered species. Ask if Environmental Impact Statements have been done to assess overall effect on the surrounding area.
- When all else fails, think about doing a "direct action", like putting your bodies in the way of the machinery, staging group sit-ins, doing a public hunger strike, or putting on a performance at the site, acting out the situation.