To: Tulane Alumni Club Presidents and Co-Presidents

From: Suzanne Valtierra, TAA President

Subject: Wave of Green National Service Project

Enclosed in this package is helpful information to guide you in the preparation of your club’s Wave of Green event. As you may know, the TAA Board has adopted a strategic plan goal of conducting a “National Day of Service” to our communities. Because tree-planting times vary with the region of the country, we have broadened the definition to include the months of March and April.

Our University has also changed its strategic direction in the wake of Hurricane Katrina, greatly increasing the emphasis on “making a difference” as a result of scholarship. Students and faculty have renewed their commitment to leading by example and providing practical solutions to problems rather than simply studying them. Numerous examples of positive service projects have resulted from this change in emphasis.

The Tulane Alumni Association seeks to follow this pattern by engaging each club in a day of service to its community. Tree planting was selected as the theme for this effort.

While not particularly difficult to organize, a tree-planting event DOES require some advance thought and coordination. Especially in light of the lack of a winter Presidents’ meeting in New Orleans, the attached material has been prepared to assist you. Early determination of the date, time and format of the event will help insure that volunteer Tulanians will be available.

Help is also available from the clubs that conducted events in 2009 and from the task force that is charged with organizing the overall effort. Please use these resources freely.

Thank you for all your efforts on behalf of Tulane
• “Conducting a Wave of Green Event” – basic information on event design
• Event web page accessed through TAA home page
• Event Flyer with contact information for Task Force members
• List of Habitat for Humanities Affiliates in Tulane Club cities
• “A Green Campus” – article in Tulane New Wave containing a description of Tulane’s award by the Arbor Day Foundation
• Summary of 2009 Wave of Green events
• Sample individual web page announcement-for Orange County 2009 event
CONDUCTING A WAVE OF GREEN EVENT

Event Purpose

Simply put, the goal is for each Tulane Club to plant some form of greenery in a public location for the benefit of their community.

Event Design

There are two basic types of Wave of Green events (a) an event in which the club purchases trees and arranges for a location to plant, and (b) an event in which the club participates as volunteer labor with another organization such as a tree-planting advocacy group that does the majority of the planning. The latter type of event tends to be easier to organize although there may not be a convenient event scheduled in every club city. A phone call to the local tree advocacy organization should quickly determine whether or not an existing event is already being planned, and whether or not Tulanians can participate in some capacity.

If the club chooses to design its own event, the most important decision to be made is the location of the planting. In the past, several clubs have found a receptive partner at their local Habitat for Humanity affiliate. (List attached). However many other locations are possible through local parks departments, schools, or other non-profit organizations.

A spreadsheet is attached which summarizes the 2009 Wave of Green events, in order to provide a source of ideas for event design.

AS SOON AS POSSIBLE, THE EVENT CHAIR SHOULD IDENTIFY THE LOCAL PARTNER SO THE COMMUNICATION WITH LOCAL ALUMS CAN BEGIN.

The local club will also need to consider the sizing of the event, which will be determined largely by the number of volunteers. Obviously, the larger the alumni concentration in a particular club city, the larger the potential event. Like any alumni event (crawfish boil, Mardi Gras party, etc.) some deadline for volunteers will have to be established.

Tree selection and planting technique assistance is readily available from
various organizations and enterprises, such as the Arbor Day Foundation and the local Home Depot Garden Center. Consideration should be give to the needed tools such as shovels, mulch and stakes. In some cases, the host for the planting (e.g. Habitat for Humanity or local parks department) will provide the needed tools and may even have a gardener on staff that can guide the tree selection. In at least one case in 2009, the local Habitat neighborhood provided an empty house near the planting site so the Tulane team could have coffee and donuts prior to the event.

**Event Financing**

Like most alumni club events, the local club is responsible for its own financing. Some clubs have arranged for donated trees, but if this is not possible, the participants will need to make some financial contribution to the event. THE UNIVERSITY HAS AGREED TO MATCH ANY LOCAL CONTRIBUTIONS APPLIED TO THE EVENT UP TO $100 PER PARTICIPATING CLUB. This reimbursement should be requested after the event is concluded, and accompanied by receipts for purchases and the assurance from the club president that donations equal to the requested reimbursement were indeed received and applied to the event.

**Event Communication**

A Wave of Green web page has been established on the TAA website pending individual clubs finalizing their arrangements. This “master” web page will allow individuals to make contributions and indicate their preliminary interest in working on the event.

Once local arrangements are finalized, the basic information should be communicated to Ashley Perkins (aperkin@tulane.edu) as well as the individual club coordinator who will create a location on the individual club web page for sign-up. Simultaneously, the local club’s listserv should be activated to inform club members of the pending event.

**Event Documentation**

A photographic record of the event should be made, and e-mailed to your club coordinator, so that a complete report of the event can be preserved.

**Summary of Most Important Items**

The first order of business: find a local partner and determine the extent to which the event will be organized by others or by members of the local club
Once a date, time and format are determined, provide the information to your club coordinator and to Ashley Perkins in New Orleans so they can assist you in recruiting volunteers.
COMING THIS SPRING

WAVE OF GREEN

Tulane’s Second Annual Green National Service Event

WHAT: The Tulane Alumni Association’s “Wave of Green” Tree-Planting, A National Community Service Project

WHO: Your Fellow Tulane Alumni, Current Students & Friends

WHEN: On a date in March or April determined by each local club

WHERE: At a location to be determined by each local club

WHY: Tulanians are community-spirited individuals. The entire university has dramatically increased its emphasis on “giving and serving” among its students and faculty members. The board of the Tulane Alumni Association has also chosen as a key mission the conduct of a National Service Project that involves alumni in contributing to their local communities.

You are invited and encouraged to join Tulane alumni and friends to take part in “Wave of Green”, a simultaneous nationwide effort to plant more than 1,000 trees in communities throughout America. As you may know, the University has received significant national recognition for its on-campus “greening” and this is our opportunity to extend this impact to our hometown.

Each Wave of Green project will be planned and financed by a local club. The University has agreed to provide a match of the first $100 raised locally. In the past, local clubs have partnered with various tree advocacy agencies or organizations such as Habitat for Humanity to find suitable locations for planting.

Your local club leaders may be looking for a volunteer to lead the effort in your town. Contact your club president or the Alumni Association if you have the time to assume a leadership role in this effort.

You may also prefer to donate money to increase the number of trees planted in your community. Please use the link below to indicate your willingness to donate your support, monetary donations, shovels, gloves and Tulane spirit.
The Background: In accordance with a Tulane Alumni Association Strategic Plan objective, a Task Force of the TAA in 2008 recommended a national service project for Tulane’s alumni clubs to be focused on tree-planting in their own communities. Named “Wave of Green”, the first event was conducted on March 28, 2009 with twelve clubs participating.

The 2010 Wave of Green Program: based on lessons learned the first year, the “day of service” has been expanded to the period March 15th through April 15th to add flexibility and to better accommodate the climate differences between our more northerly and southerly clubs.

Steps to Holding an Event: the key steps involved in conducting a Wave of Green event are:

- Select a local chair of the event
- Select a location for planting
- Select a financing plan
- Select a type of tree
- Select a date
- Recruit volunteers
- Gather materials
- Conduct the event

Finding a Partner: In most cities, there is a well-established tree advocacy organization that can assist with many of these steps and can even fully organize the event for Tulane volunteers. Alternatively, it was found that the event chair can easily locate an organization such as the local Habitat for Humanity that has a need for trees and would be willing to work with the Tulane Club on an event. The key to most of these steps is identifying a chair early in 2010 and making the preliminary contacts.

Financing the Event: Unless donated trees can be arranged, the participants will need to be assessed a small fee for the event. The University will match the first $100 of local contributions. A web page will be available to solicit contributions from alums who are not able to participate on the day of the event.

Getting Started and Getting Help: The TAA Community Outreach Task Force is composed of individuals who have experience with planting events and are available to help clubs who are organizing their first event. The TAA staff contact for Wave of Green can assist with locating and contacting local alums. The contact information for these individuals is as follows:

Hollie Cummings, Nashville, holliecummings@comcast.net
Phil Scheps, Houston, phil@comcast.net
Tom Lee, Orange County, TLeeATI@aol.com
Mark Johnson, Houston, mark.johnson3@nov.com

Robert Freeland, New Orleans, robertfreelandpr@hotmail.com
Joe Ettinger, Scottsdale, jocett@aol.com
Alex Hernandez, Miami, Alex@hernandezconsulting.com
Ashley Perkins, TAA Staff, aperkin@tulane.edu