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 given 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 who will coordinate online registration on the individual club web page. 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 Ashley Perkins in New Orleans so she can assist you in recruiting volunteers.