



Christmas SPIRIT Foundation
16020 Swingley Ridge Road
Suite 300
Chesterfield, MO 63017
Ph: 636-449-5060
Fax: 636-449-5051

2011 Checklist for Trailer Drop Location

Thank you for participating in the 2011 Trees for Troops program. If you have questions or need assistance, please feel free to contact Amy Mills at mills@ChristmasSpiritFoundation.org

- Make sure you have completed and turned in your Trailer Drop Application to the Christmas Spirit Foundation, along with the required fee.
- Promotional materials, including banners, buckets, etc. can be purchased at www.TreesForTroops.org – under the Store.
- Utilize the Trees for Troops Tool Kit that can be found under the Members section of the NCTA website: <http://www.christmastree.org> or <http://www.christmastree.org/t4t.cfm>

You'll find:

- **Frequently Asked Questions/Facts**
 - **Media Information – press releases, etc.**
 - **Promotional Material – postcards, fliers, etc.**
 - **Logos & Graphics**
 - **Special Event Planning**
- Send press releases and contact your local media to explain Trees For Troops. Invite them to your farm or lot to cover this year's program.
- Brainstorm ways to promote your participation to customers – such as including the Trees For Troops logo in your advertising, linking to the Trees for Troops Web site or including updates in your company's newsletter.
- FedEx will be finalizing pick-up times and dates in the coming months, and this information will be relayed to you by NCTA.
- Begin pre-selling trees to consumers.
- Load your committed trees onto the trailer for pickup.
- Don't forget to turn in your \$5 per tree sold for the program by Jan. 15, 2012.