



Christmas SPIRIT Foundation
16020 Swingley Ridge Road
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2011 Tip Sheet

Thank you for participating in the seventh annual Trees for Troops program! The Christmas SPIRIT Foundation and FedEx Freight are excited to be making a delivery of Real Christmas Trees to your base this holiday season, and we want to make sure everything goes as smoothly as possible. If you have any questions or concerns, do not hesitate to contact us at 636/449-5060.

- The FedEx operations center will contact you approximately **1-2 days** in advance of your delivery to confirm your delivery location, any special directions, etc. If we anticipate a change in the number of trees being delivered, we will also try to let you know at that time.
- FedEx Freight is set to deliver your trees at **10 a.m.** on your scheduled delivery date. (If you need to request an alternate time, you can make arrangements with the FedEx driver when he/she calls to confirm the delivery.)
- Once the trees are delivered, it is entirely up to you as to how the trees are distributed/allocated. Some bases pre-select recipients based on need. Some ask recipients to arrive shortly after the time of delivery to pick up their tree; others distribute vouchers in advance to be redeemed.
- Please make sure you have some volunteers on hand at the time of delivery to help the driver unload the truck. In some cases, there will be additional volunteers from the Christmas SPIRIT Foundation and/or FedEx to assist – if this is the case, you will be notified in advance.
- If you are new to the program, you will receive a Trees for Troops banner(s) to hang at the delivery/distribution site. If you participated previously but need a new banner, please contact CSF at 636/449-5060.
- If the trees will be held on base for a period of time before distribution, try to find a **cool, shady** location for their storage. Additional tree care tips are on the resource page “Care Tips for Fresh-cut Trees.”
- Ideally, you’ll want to make a fresh cut of about ½-inch on the base of the tree before distributing to recipients. (This helps ensure the tree takes up water efficiently.) If at all possible, try to arrange to have saws (handsaws or chainsaws) and work gloves on hand at the point of distribution, as well as volunteers to make these cuts.
- If your base allows media on-site, please see the customizable press release and media alert, as well as background information on the program. This can all be found on the resource page as well. All media interested in attending the delivery and/or distribution will be directed to your base’s Media Relations Representative for approval and instructions. It may be helpful to pre-select a family that will be receiving a tree to be interviewed by the media.
- Don’t forget to stay in touch after the holidays! If your base takes photos of the event, or if you receive media coverage, we’d love for you to forward these along. To email a story and photos, use mystory@TreesForTroops.org **OR** go to www.TreesForTroops.org under the Trees for Troops tab is a Read/Send Messages and you can submit a story there as well.

- Also, you will receive an evaluation form to let us know how we're doing and how we can improve the program for future years.
- After the holidays, we encourage everyone to recycle their tree. If you know of recycling programs at your base, or in your local community, we encourage you to distribute and/or post this information for the recipients receiving trees.

HAPPY HOLIDAYS!