



WANTED: LOCAL HOSTS ... U CAN DO IT!

Thanks for your interest in becoming a host for a Trees for Troops event in your community!

The **Christmas SPIRIT Foundation** is organizing locally-hosted events (called **TweetUp4Troops**) during Veterans Day week (Saturday, Nov. 7 through Saturday, Nov. 14). The local **TweetUp4Troops** events are designed to generate funds to support the Foundation's Trees for Troops program. It takes about \$40 to provide a military family with a fresh, farm-grown Christmas tree. To date, we have provided 50,082 trees. With your help, we can spread that joy to many more families.

This "tool kit" is designed to help you get started toward a huge success that will honor veterans and help support the 2009 Trees for Troops program.

WHY HOLD a TweetUp4Troops?

- **Trees for Troops** is a grass roots program that shows support for U.S. troops and their families. Thousands of Christmas tree farms and individuals have donated trees for the troops. From the beginning, others have asked how they can help.
- **TweetUp4Troops** was born out of the idea that it's more fun to have a party than to just make a donation. And if a group of people have a **fun-raiser** that also raises funds for the program, their efforts will have a greater impact than a donation alone.
- 100% of the proceeds from these events will go to the Foundation and its Trees for Troops program. Everyone involved with the local **TweetUp4Troops** event is a volunteer.

WHAT DOES A LOCAL HOST DO?

- As the local host, you create the event, engage other volunteers to help, serve as the event's host, collect the funds and submit them to the Christmas SPIRIT Foundation.

HOW DO I BECOME A LOCAL HOST?

- Say Yes! Register at www.TweetUp4Troops.org , submit your completed Local Host Registration Form.
- Selection to host a **TweetUp4Troops** is on a first come, first served basis.

WHERE DO WE HOLD THE TweetUp4Troops?

- Wherever is appropriate for the type of event you are having. Community centers, an American Legion or VFW hall may donate space.
- To avoid disappointment, see what's available and reserve it as soon as possible!
- If you are a business owner, it is okay to host a **TweetUp4Troops** event at your business. Just be very clear about what will be donated to **Trees for Troops**.

WHERE DO I FIND VOLUNTEERS TO HELP?

- Reach out and engage others to help you organize your local **TweetUp4Troops**. Ask your friends, co-workers, customers, employees. Talk with your local VFW or American Legion post, your church, a local civic group (Rotary, Kiwanis, Lions, FFA, etc.). Put a notice in your local newspaper, radio or TV station. Post the request (and details about the event) on your Web site.