



# Team Captain Leadership Guide



**San Diego Tree Week**  
An initiative of The Water Conservation Garden





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# About Us

## Who are We?

The mission of The Water Conservation Garden is to educate and inspire through excellent exhibits and programs that promote water conservation and the sustainable use of related natural resources. Our garden has nearly six acres of displays that showcase water conservation through a series of beautiful themed and educational exhibits. The Water Conservation Garden is proud to serve San Diego County residents of all ages, including many underprivileged children who have limited exposure to nature. The Water Conservation Garden provides a safe, natural environment where children and adults can explore and discover amazing plants and animals. Hands-on exhibits enhance the visitor experience and foster a direct connection to their environment.



## What is San Diego Tree Week?

San Diego Tree Week is an initiative to bring neighbors together to plant trees in their community. Businesses, schools, and individuals will come together to celebrate the many benefits of trees. The San Diego Climate Action Plan has a goal to increase our tree canopy by 35% by 2035. San Diego Tree Week is a great opportunity to grow your own urban forest, learn about the benefits of trees, and help your community!

# Why Trees?

More than 129 million trees in California have died over the past decade because of the drought. When trees are stressed from high temperatures, they are more vulnerable to insects, diseases, and wildfires. This leaves San Diegans at risk with impaired watersheds and wildlife habitats<sup>1</sup>.

When the right tree is planted in the right place, they can have a huge impact. Trees help slow climate change, strengthen biodiversity, provide shade, increase property values, and filter our air and water<sup>2</sup>. People tend to protect what they love. By learning about our environment and participating in San Diego Tree Week, we hope to ignite a passion for our beautiful natural world.

We can all do something to protect our environment. Drought-tolerant plants can save you money on your water bill and tend to be lower maintenance. You can use less water and create environmentally friendly landscapes that look beautiful all year-long. Who doesn't want to save water, money, and time?

1. *Forest tree mortality*. Oehha.ca.gov. (2019, February 11). Retrieved March 21, 2022, from <https://oehha.ca.gov/epic/impacts-biological-systems/forest-tree-mortality>
2. *Urban Forestry Program*. City of San Diego. (2017, January). Retrieved March 21, 2022, from [https://www.sandiego.gov/sites/default/files/final\\_adopted\\_urban\\_forestry\\_program\\_five\\_year\\_plan.pdf](https://www.sandiego.gov/sites/default/files/final_adopted_urban_forestry_program_five_year_plan.pdf).



# How to Get Involved

## Lead a Tree Planting Event

Plan and host your own event! This is a great opportunity to bring your community together for a good cause! Find a good date, time, and location, then secure your trees! Be sure you have all the necessary permission from your planting site.

## Volunteer at a Local Tree Planting Site

Find a public planting event and offer your time and efforts to plant trees! This is a great way to get involved, with less time commitment than hosting your own event. You can find nearby tree planting sites and events at: [sd-treeweek.org](http://sd-treeweek.org).

## Make a Donation

Don't want to get your hands dirty? Make a donation! Your tax deductible gift will go towards supporting The Water Conservation Garden's mission. Every dollar, big or small, goes a long way.

## Gift Tree Seedlings

Can't plant the trees yourself? Gift a tree planting site tree seedlings or other native plants! Be sure to ensure whatever you gift is drought tolerant! Check out our [Tree Recommendation List](#).

## Attend a Tree Workshop

Want to learn more about conservation and tree planting? Attend a workshop to get tips, ask questions, and learn more! View our [online calendar](#) for more information:

## Become a Tree Planting Site

The Water Conservation Garden is always on the lookout for planting locations and partners who are committed to tree planting efforts. If you're interested in becoming a tree planting location, [please let us know by filling out an interest form](#).

## Sponsor

Support San Diego Tree Week by becoming a sponsor! To learn more about sponsorship opportunities, contact us at [development@thegarden.org](mailto:development@thegarden.org) or 619-660-0614 x 11.

# Getting Started

## Choose a Date

San Diego Tree Week is from April 22-27, so find a day where lots of people will be available! Try to check for other plantings registered with The Water Conservation Garden to avoid conflicts

## Find a Site

If you don't own the land, get permission from the owners to plant there. This may be a homeowner, a business, or the city. Start early so you have time to get permission! Also be sure to check how your trees will be maintained after your event. You'll want to make sure they have proper irrigation.

## Register Your Event

Register your event with The Water Conservation Garden to spread the word, and get your trees counted in our goals!

## Promote Your Event!

Post on social media, hang up flyers, and ask your friends & family to spread the word! Encourage people to reshare your information to everyone they know!

## Review the Event Checklist

See our event checklist to make sure you have everything planned for your event!

## Report Your Results!

Make sure to let The Water Conservation Garden know how you did. How many volunteers did you get? How many trees were planted? If you have extra trees that were not planted, consider donating to another event!



# Event Checklist

Now that you've registered your event, you have your date, and you tree planting site it's time to take these next steps!

## Before your event...

- Make sure you have permission from the landowner to host your event on their property
- Check how your trees will be maintained after your event
- Recruit volunteers to help with your event
- [Register for a tree workshop](#) at The Water Conservation Garden
- Secure your trees. Check out our [Where to Get Trees Resource Guide](#). You get 10%-15% discounts with a Water Conservation Garden membership at [these participating nurseries](#).
- Organize your tools and supplies (e.g. gloves, shovels, stakes, soil, mulch)
- Pack a first aid kit and check that you are compliant with safety guidelines
- Pack any snacks and beverages you plan to bring for your volunteers
- Coordinate to have trash/green bins or bring trash bags
- Print out a Volunteer List and Photo Release Forms. Remember to bring a couple pens
- Print any event or directional signs
- Check the nearest access point to water and bathrooms
- Send reminders to your volunteers. Give them directions to your site, your meeting time, and tell them what to bring.

## Day-of your event...

- Walk through your site to ensure it's safe
- Set up your registration table. Use clear signage and remember your Volunteer List, Photo Release Forms, and pens.
- Ensure you have water, snacks and basic first aid equipment – it can be a tough job
- Have gardening equipment or ensure volunteers bring their own
- Whatever trash you take in, make sure you take it out. No one likes a litter bug!
- Document the process and share online! Use the hashtags #sdtreeweek #wcgarden
- Give instructions to volunteers on how to plant
- Organize your volunteers. Who is digging holes? Who is directing materials? Who is planting trees?
- Keep track of how many trees are planted and how many volunteers attended.
- Thank your volunteers!

## After your event...

- Report your results! Be on the lookout in your email for a post-event survey. Got question? Email us at [Development@thegarden.org](mailto:Development@thegarden.org).
- Share any additional photos on social media or email them to [communications@thegarden.org](mailto:communications@thegarden.org).
- Thank your volunteers again and let them know you hope to see them again next year!

# Thank you for joining San Diego Tree Week!



## CONTACT INFORMATION

Website: [sd-treeweek.org](http://sd-treeweek.org)

Phone: 619-660-0614 x 11

Email: [Development@thegarden.org](mailto:Development@thegarden.org)



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