

#forestproud

Powered by the
Society of American
Foresters

Supporters + Partners

We are students,
public servants,
foresters,
landowners, hikers,
hunters, builders,
manufacturers,
data geeks, climate
warriors, researchers,
volunteers, loggers,
tree planters.

We are #forestproud

#forestproud represents the most diverse coalition ever assembled by the forest sector aligned behind a shared brand. The supporters and partners that form the backbone of the program represent landowners, manufacturers, higher education, conservation organizations, government agencies, non-profits, and more. The #forestproud program captures the full story of North America's forests and highlights how together we are committed to supporting, advancing, and sustaining forests to provide solutions to some of society's most pressing challenges, like climate change.

We – the #forestproud community and coalition – believe that: 1) forests provide powerful climate solutions, 2) forest management is how we deliver those solutions, and 3) forest products and markets are how we sustain those solutions. Without you – our people – we cannot deliver and sustain these solutions.

As a program and platform focused on connecting the dots between forests and climate solutions for 18- to 34-year-olds outside the forest sector and creating authentic pathways to carbon-conscious consumer choices and climate-smart careers, there has never been a better environment, or a more pressing need, for #forestproud content and messaging than today.

There are four primary (and complementary) ways to engage with #forestproud.

Program Supporter.

#forestproud supporters (formerly “members”) are core to the program's identity, its success, and its authentic content. Together they make up the most diverse coalition ever assembled by the forest sector. This diversity not only helps inform and shape #forestproud content and messaging; it lends credibility to our movement and emphasizes the collective impact that forest management has in delivering and sustaining forest-climate solutions. Being an annual supporter gives an organization affiliation with the #forestproud brand, access to the #forestproud community, an ever-expanding library of high-quality digital content, campaign collateral, communication toolkits, and quarterly listening insights. Supporters also receive discounts on project opportunities and gear from our shop.

Perhaps most importantly, supporters have a voice in how #forestproud shapes its content and expands and evolves its brand and programs. At any level of annual contribution, #forestproud supporters are eligible to sit on the #forestproud Advisory Board. This tactical group informs program

implementation and keeps #forestproud’s content relevant, fact-based, and collaborative. Supporting the program is also a strong brand statement signaling an organization’s values and alignment with climate-smart forestry and forest-climate solutions.

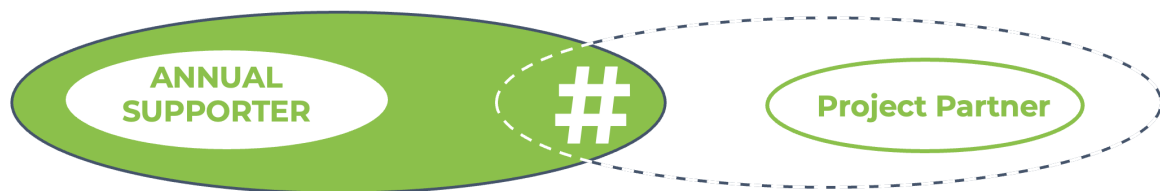
Project Partner.

Through our fee for service model, organizations can work with #forestproud on shared projects or campaigns that advance forests as climate solutions. We understand that not every organization can support #forestproud with an annual contribution. That’s why we offer other ways to collaborate directly with the #forestproud program and brand. Our work to connect the dots between forests and their role in shaping the future of our climate is too important not to!

Project partner opportunities are open to both #forestproud supporter organizations and forest sector and affiliate organizations interested in aligning with #forestproud’s work. Organizations interested in becoming a project partner **or** collaborating on a specific project in addition to ongoing annual programmatic support should reach out to the #forestproud program director and be prepared to complete a project proposal form to open discussions to coordinate and align. #forestproud and the partnering organization will then come to an agreement on a scope of work that (1) focuses on an 18- to 34-year-old demographic and (2) aligns with the #forestproud mission and focus on forest-climate solutions.

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Supporter vs. Partner Engage Where It Makes Sense*



- Content library access
- Social collateral + toolkits
- Affiliation with the brand + community
- Support program mission
- Newsletters + comms insights
- Discounts on project costs + swag
- Advisory Board participation

- Collaborative short-term projects, focused on a place, program, or product
- Leverage brand + audiences + social/creative expertise
- Open or Closed project model

*Donate.

All that said, sometimes, you just want to put your money into something that has meaning. If you, a family member, or your organization want to support the #forestproud brand and our mission to showcase forests as a climate solution, we accept and welcome charitable donations via website:

<https://bit.ly/3QdZDkj>. It takes all of us to keep forests as forests and sustain forest climate solutions.

*Rep.

Also, sometimes, you just want to rep #forestproud. Our swag offerings are affordable, high-quality, and in-demand: www.forestproud.org/shop. Tell your friends, family, colleagues, and online community about what makes you #forestproud to be part of the forest-climate solution.



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SUPPORTER BENEFITS | #forestproud

	I	II	III	IV	V	VI
<i>Annual Program Supporter Fees</i>	\$1,000	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000 +
<i>Organization Annual Budget [suggested]</i>	< \$1M Budget *	> \$1M Budget	< \$10M Budget	< \$25M Budget	> \$50M Budget	> \$100M Budget
BRAND APPAREL, SHOP ITEMS, ETC.	I	II	III	IV	V	VI
Unique Digital Coupon Code	10% off	15% off	20% off	25% off	30% off	35% off
Welcome / Renewal Pack (classic t-shirt + sticker package)	5	15	20	35	50	100 +
Apparel Promotion Cards (to share)	5	15	25	50	100	250
Listed in Supporter / Partner Directory	✓	✓	✓	✓	✓	✓
Digital Affiliation Toolbox (email signature icon, website badge, etc.)	✓	✓	✓	✓	✓	✓
Co-branded Apparel [negotiable]	✓	✓	✓	✓	✓	✓
CONTENT & COMMUNICATIONS ASSETS	I	II	III	IV	V	VI
Content Library Access	✓	✓	✓	✓	✓	✓
Social Content Curation & Amplification	✓	✓	✓	✓	✓	✓
Quarterly Social Listening Insights	✓	✓	✓	✓	✓	✓
Digital Event Promotion [optional]	✓	✓	✓	✓	✓	✓
Co-branded Collateral + Assets [negotiable]	<i>discounted rates + cost-sharing</i>					
Discounted #forestproud Project Fee	10% off	15% off	20% off	25% off	30% off	35% off
PROGRAMMATIC & COMMUNICATIONS OVERSIGHT	I	II	III	IV	V	VI
Eligible to Serve on Advisory Board	✓	✓	✓	✓	✓	✓



PROJECT PARTNER BENEFITS + OVERVIEW

One-off projects or campaigns designed to meet specific and shared communications goals of #forestproud and #forestproud partners. #forestproud projects are priced and scoped on an individual basis. They start at \$5,000. Those interested in becoming a #forestproud project partner are encouraged to reach out to the program's director, Rae Tamblyn (rtamblyn@safnet.org OR info@forestproud.org). Opportunities to partner are open to program supporters and organizations that are active and engaged in the forest sector.

BRAND APPAREL, SHOP ITEMS, ETC.

- Listed in Supporter / Partner Directory ✓
- Apparel / Shop Discount ✓

PROJECTS + CAMPAIGNS

- Content Creation (film, animation, video, graphic, social content, etc.) ✓
- Distribution to #forestproud target audience ✓
- Co-branded Collateral + Materials ✓
- Project Highlights Featured on Website, Newsletter, Social Channels, Etc. ✓
- Project / Campaign Metrics Reporting ✓
- Access to Project-Specific Raw Film (b-roll) & Assets ✓