



How to Hold an Arbor Day Celebration

Created by Michigan Arbor Day Alliance

About Michigan Arbor Day Alliance

Michigan Arbor Day Alliance (MADA) is a coalition of organizations and agencies dedicated to the promotion and celebration of Arbor Day throughout Michigan. Our dedication comes from our belief in the benefit of trees and their role in community health and well-being.

What does MADA do?

- ⇒ Provides educational Arbor Day materials to localities, schools and libraries.
- ⇒ Coordinates the State-Wide Arbor Day celebration in

Lansing.

- ⇒ Conducts statewide 5th grade National Arbor Day Foundation Poster Contest.
- ⇒ Creates & maintains a yearly Arbor Day Events Directory.
- ⇒ Furnishes ideas & suggestions about hosting Arbor Day events.
- ⇒ Contacts State Legislators encouraging their participation in local Arbor Day events.
- ⇒ Provides contacts to agencies/ organizations that can offer Arbor Day assistance.



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About this booklet



This booklet has been created to provide ideas and information about how to plan an Arbor Day event in your community. Arbor Day is a long standing tradition that helps remind us of the significance of trees and their role

in community health and well-being. We hope that the pages to follow will be a useful resource in planning your Arbor Day event. Thank you for keeping the tradition alive.

MADA

The History of Arbor Day

The first Arbor Day was celebrated in Nebraska on April 10, 1872. J. Sterling Morton, a pioneer and journalist championed the idea of a "tree planting holiday" in the Nebraska Territory. In the 1800's the plains had been cleared for building materials, fuel and farming. The pioneers quickly warmed up to the idea of planting trees because trees reminded them of the homes they left in the east, and they needed wind-breaks to reduce soil erosion, and shade from the hot sun.

Morton became the editor of Nebraska's first newspaper. He used that forum to spread agricultural information and the need for trees. On January 4, 1872 he proposed an April tree planting holiday to the State Board of Agriculture. He advocated tree planting by individuals and by civic organizations for the public good. Prizes were offered to counties and individuals for properly planting the most trees. It is estimated that Nebraskans planted over 1 million trees that first Arbor Day.

In 1885 Arbor Day was named a legal holiday in Nebraska; Morton's birthday, April 22 was selected as it's permanent observance. During the 1870's other states passed legislation to observe Arbor Day, and the tradition began in schools in 1882.

J. Sterling Morton's love for trees came from his life in Michigan. Morton's family lived in Detroit and he attend public school in Monroe, then later Albion College (Class of 1850), and the University of Michigan (Class of 1854). Morton missed the array of vibrant green trees he grew up with in Michigan and continued to plant them throughout his life.

Today, the most common date of state observances of Arbor Day is the last Friday in April. Several U.S. presidents have proclaimed a national Arbor Day on that Friday. There are a number of state Arbor Days at other times to coincide with the best tree-planting weather.

In 1885, the Michigan Legislature resolved "that the Governor is hereby requested to call the attention of

the people of the state to the importance of planting trees for ornament and by naming a day upon which the work shall be given special attention, to be known as Arbor Day."

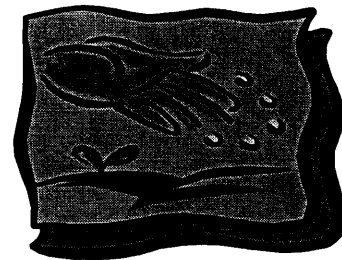
"It is estimated that Nebraskans planted over 1 million trees that first Arbor Day."

Until 1965, the Upper and Lower Peninsulas had separate Arbor Days in the spring because of the difference in weather conditions for tree planting. Governor George Romney proclaimed an Arbor Week for the last week in April, 1966. In his proclamation, Governor Romney broke with the traditional one day "Because of the increased interest in, and the importance of the statewide 'Keep Michigan Beautiful' program, one or two days do not afford enough time and opportunity for a full and proper observance of Arbor Day."

"It is well that we bring attention to our trees and the need to continue to plant them about our homes, our places of business, our industries, our schools, our highways, and throughout the landscape so that their majesty will reflect our appreciation of the grandeur of nature and further the culture and economy of our state."

Each year the Governor and Michigan Legislature proclaim the last week in April as Arbor Week and Arbor Day as the Friday of that week.

Adapted from *A Brief History of Arbor Day*, The National Arbor Day Foundation



Tree City USA

What is a Tree City USA?

A Tree City USA is a city or town which has been recognized for their forestry program. Tree City USA is a designation which is bestowed on a community from the National Arbor Day Foundation in cooperation with U.S. Forest Service, the National Association of State Foresters, U.S. Conference of Mayors and the National League of Cities.

How can my city or town become a Tree City USA?

To be designated as a Tree City USA, the city/town must submit an application to their State Forester. Applications are available through the National Arbor Day Foundation or State Forester's office. In order to be considered for the Tree City USA designation, a city/town must meet four standards. A city/town must have...

1 A Tree Board or Department.

2 A Community Tree Ordinance.

3 A Community Forestry Program with an Annual Budget of at least \$2 per capita.

4 An Arbor Day Observance and Proclamation.

From the *Tree City USA Application*.

Significance of the Tree City USA

The Tree City USA designation shows a city/town's commitment to the health and vitality of their forest. It signifies that the community understands the value and benefit of their trees to environmental quality and quality of life.

To receive more information on the Tree City USA program contact the National Arbor Day Foundation or your State Forester (See Sources of Information list at back of booklet).

How to Create A Local Arbor Day Committee

An important component in organizing a successful Arbor Day celebration is selecting an Arbor Day committee. The role of the committee is to provide support, assistance and resources in the planning of your Arbor Day event.

Below is a list of organizations /agencies to contact for potential Arbor Day committee members.

- ⇒ City Forester
- ⇒ City Parks and Recreation Department
- ⇒ Tree Commission
- ⇒ City Beautification Committee
- ⇒ Local Schools

⇒ Local Department of Natural Resources

⇒ Local Nurseries

⇒ Chamber of Commerce

⇒ Conservation Districts

⇒ Local Service Organizations

"The role of the committee is to provide support, assistance and resources..."



⇒ Neighborhood Groups

⇒ University Extension Offices

Funding Sources

When organizing an Arbor Day event, funding or in-kind services, materials and time are important issues that need to be addressed early in the planning process. First, develop a budget that identifies all event needs. Once they have been defined, start tapping into the resources that the Arbor Day committee members have access to. Your committee members are important resources and this is one area where they can be invaluable. In addition to the Arbor Day committee,



tee, look into soliciting donations, materials, equipment or time from businesses or corporations in the area.

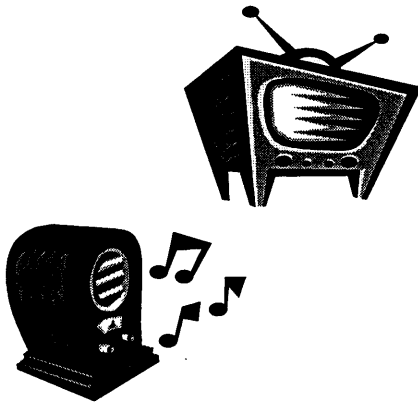
The Michigan Department of Natural Resources offers Arbor Day mini-grants which can be used towards Arbor Day celebrations. The National Tree Trust also provides grants to groups/municipalities to plant trees. Contact these agencies for more information about grant opportunities. (Please see "Sources of Information" list at back of booklet).

Media and Publicity

Throughout the planning of your Arbor Day event it is important to keep the local media up-to-date. Doing this can help garnish local support, as well as providing an avenue to get your needs met. Before sending press releases or public service announcements out, make sure to establish a personal relationship with those people you are sending material to.

Press releases and announcements should cover the five W's:

- ⇒ Who?
- ⇒ What?
- ⇒ When?
- ⇒ Why?
- ⇒ Where?



Below is a sample press release.

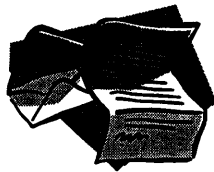


Press Release: For Immediate Release

Anytown: Friday April 30 at Green Tree Park, Anytown will be holding their 30th Annual Arbor Day Celebration. Tree plantings and activity stations for children will be the events of the day. The celebration will begin at 10:00 a.m. For more information or to volunteer, contact Mary Knows at 555.4542.

Who to invite

- ⇒ Mayor
- ⇒ City Council
- ⇒ Township Board
- ⇒ County Commissioners
- ⇒ Local Senators and Representatives
- ⇒ Local media
- ⇒ Schools
- ⇒ Anyone who would enjoy an Arbor Day Celebration!



It is important to send invitations well in advance to insure that you will get a good turn out.

During the celebration, acknowledge the dignitaries that are present and thank them for their participation.

Following the celebration, send letters to the dignitaries that were present thanking them for their attendance and support of the Arbor Day tradition.

Volunteers

Volunteers for your Arbor Day celebration can be found anywhere. Some suggestions for finding volunteers are:

- ⇒ Boy/Girl Scouts
- ⇒ Special Education Classes
- ⇒ Service Clubs (ex: Lions Club & Rotary Club)



- ⇒ State and Local Government Agencies
- ⇒ City Foresters and Parks Department
- ⇒ Local Schools

It is important to create a positive volunteering experience in order to keep the volunteers you have and attract new ones. If you can, provide snacks, t-shirts or prizes for the volunteers.

Creating an Arbor Day Proclamation

When planning an Arbor Day celebration it is important to get as much support for the event as possible. One way of achieving this is by having your city or town create a proclamation recognizing Arbor Day. Below we have listed several steps you can use to get your city or town to proclaim an Arbor Day. In addition, we have included sample State and Local Arbor Day proclamations in this booklet that you can use as guides.



Steps for obtaining an Arbor Day Proclamation in your city or town:

1. Call your city/town and asked to be placed on the agenda of the next city/town board meeting.
2. Prepare an Arbor Day Proclamation.
3. Attend Board meeting. Make a presentation to the board about the importance and significance of Arbor Day. Tell Board that you have drafted an Arbor Day Proclamation and ask for signatures.
4. With proclamation in hand, display for appropriate audiences, such as dignitaries and special guests. Young children often demonstrate very little interest in proclamations. Keep your celebrations lively!

Where to find seedlings

Many Arbor Day events include programs where seedlings are distributed to citizens, school children or Arbor Day participants. Finding seedlings for a reasonable price and appropriate for the given climate can sometimes prove to be tricky; however, there are some resources that can be helpful when looking for trees.

- ⇒ The National Tree Trust gives out hundreds of free seedlings.
- ⇒ Ecology Crossroads Cooperative Foundation
- ⇒ Conservation Districts provide seedlings at a reasonable price.

Remember: ***Request native Michigan species***

It's important to keep your seedling roots moist if you will be storing them before your Arbor Day event. Most of all, include planting instructions with EACH seedling given away for the best planting success!

For information about these organizations/agencies please see the "Sources of Information" list at the back of this booklet.



How to plant a tree

Planting a tree requires the consideration of many factors:

- ⇒ What is the tree species being planted?
- ⇒ What is the soil type (sand, silt, clay)?
- ⇒ Are there utilities lines in the area?
- ⇒ Is there construction rubble in the soil?
- ⇒ How much drainage does the soil provide?

Understanding the importance of these factors when planting trees can help ensure a successful and healthy tree into the future.

Once these factors have been considered, the proper planting procedure should be followed to ensure that the tree is

not planted too deep or shallow within the soil. At the back of this booklet we have included a planting detail from the Michigan Department of Natural Resources, highlighting the proper way to plant a tree. It is a great resource for tree planters.

The International Society of Arboriculture and the Michigan Department of Natural Resources have information about planting trees under many different conditions. Please see the "Sources of Information" page at the back of this booklet to contact them.

"Planting a tree requires the consideration of many factors."

STATE OF MICHIGAN



Executive
Office

John Engler
Governor

EXECUTIVE DECLARATION

Governor John Engler
Hereby issues this Executive Declaration
in Observance of

April 23 – April 29, 2000

as

ARBOR WEEK

WHEREAS, with proper management of our rural and community forests and farm wood lots, we can continue to receive the tremendous benefits of trees and keep Michigan a healthy, attractive and prosperous place to live, work, play and visit; and

WHEREAS, in addition to their beauty and serenity, Michigan's 19 million acres of scenic forests have played a significant role in the economic growth and development of our great state; and

WHEREAS, trees in our cities and communities improve environmental quality, increase property values, enhance the economic vitality of business and improve our quality of life; and

WHEREAS, traditionally, the observance of Arbor Day has been an excellent occasion for citizens to learn about and recognize the value of the renewable natural resource that trees represent to our state; and

WHEREAS, trees, wherever they are planted, are a source of joy and spiritual renewal;

NOW, THEREFORE, I, John Engler, Governor of the State of Michigan, do hereby declare April 23 – April 29, 2000, ARBOR WEEK and April 28, 2000, ARBOR DAY in Michigan, and I urge all citizens to nurture, protect and wisely use Michigan's great treasure of trees for this and future generations.

Given under my hand on this ninth day of March in
the year of our Lord two thousand and of the
Commonwealth one hundred and sixty-three.



John Engler
Governor

We're Making it Happen

Proclamation

WHEREAS: In the middle 1800's the idea was promoted to plant trees in an effort to beautify the countryside; and

WHEREAS: The first Arbor Day celebration was held on April 10, 1872, through the efforts of J. Sterling Morton, a newspaper publisher, who realized that trees would enrich the soil and maintain its moisture level; and

WHEREAS: Other states recognized the value of tree planting and joined the efforts to observe Arbor Day; and

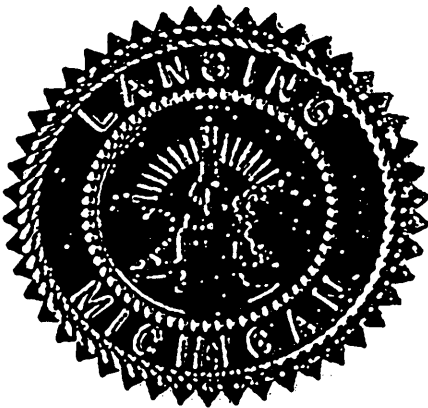
WHEREAS: The City of Lansing eagerly participates in this program, enhancing our parks and beautifying our "World Class" Capital City; so now

THEREFORE, I, DAVID C. HOLLISTER, Mayor of the City of Lansing, by the power vested in me, do hereby proclaim April 25, 1997, as:

"ARBOR DAY"

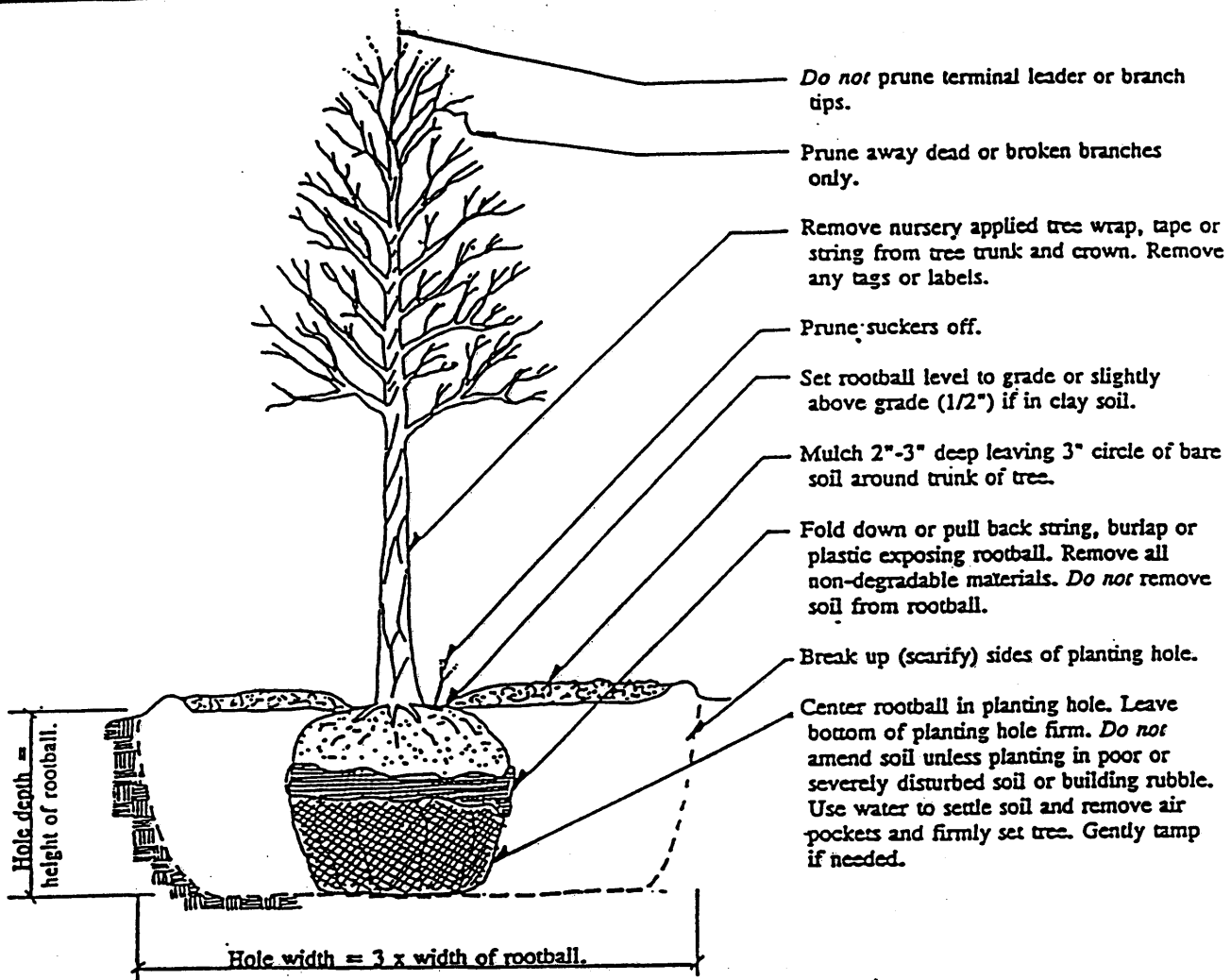
in Lansing, and urge all citizens to join with me in recognizing the importance of preserving our environment for ourselves and our posterity.

Given under my hand and seal this twenty-fifth day of April in the Year of Our Lord one thousand nine hundred and ninety-seven.



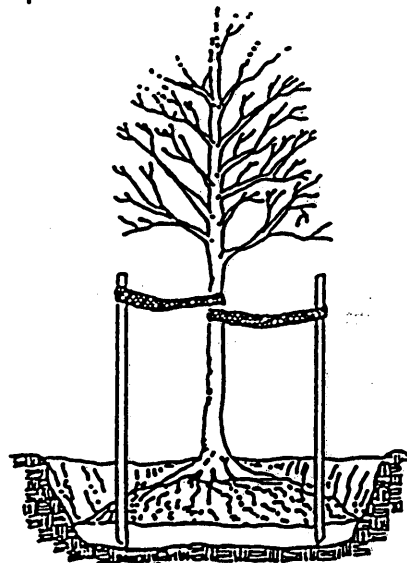
David C. Hollister

DAVID C. HOLLISTER, MAYOR



Do not stake unless in heavy clay soil, windy conditions, 3" or greater diameter tree trunk or large crown. If staking is needed due to these conditions:

- Stake with 2 X 2 hardwood stakes or approved equal driven 6"-8" outside of rootball.
- Loosely stake tree trunk to allow for trunk flexing.
- Stake trees just below first branch with 2"-3" wide belt-like, nylon or plastic straps (2 per tree on opposite sides of tree, connect from tree to stake horizontally. Do not use rope or wire through a hose.)
- Remove all staking materials after 1 year.



TREE PLANTING DETAIL

Scale: No scale

Modified from Dr. Bonnie Appelon, Virginia Polytechnic Institute and State University
 Courtesy of Michigan Department of Natural Resources, Forest Management Division



IC-4108, (6/94)



ARBOR DAY CELEBRATION
Friday, April 25, 1997
Potter Park, Lansing

Ceremony Agenda

11:50 AM
Musical Trio

Renaissance Foresters

12:00 PM
Ceremony Opening

Jane Aldrich, Master of Ceremonies,
Channel 6 News

Pledge of Allegiance

Michigan National Guard, Color Guard

Welcome

Irene McDonnell Cahill, Chairperson,
Michigan Arbor Day Alliance

History of Arbor Day

K.L. Cool, Director, Michigan Department
of Natural Resources

Arbor Day Proclamations

Frank Kelley, Michigan Attorney General

Lansing, City in the Trees

Debbie Stabenow, U.S. Representative
8th District

Crosscut Saw Race, "A Race
Through the Years"

Q106 & Q95 DJs, City of Lansing Forestry

Tree Planting Dedication

Diane Byrum, Michigan State Senator
25th District

Tree Planting

Ayles Tree Service, City of Lansing Forestry

Closing Remarks

Jane Aldrich

Special Guests:

Virgil Bernero
Gerald Brady
Paul Dykema
Tom Frazier
Office
Robert Johnson
Bruce Matthews
Resources,
R. Eric Reickel
George Warner

Ingham County Commissioner
Manager, Potter Park Zoo
Forestry Manager, Lansing Parks & Recreation
Regional Director, U.S. Senator Abraham's

Mayor Hollister's Office
Michigan Department of Natural
I & E Chief
Director, Lansing Parks & Recreation
Secretary Treasurer, Teamsters Local 580

