

## How to Collect Tree Sponsorships

### 1. Use the Sponsorship Form

After your Roots & Shoots group has decided on the number of trees to plant, obtain as many sponsorships as possible for each tree prior to planting. Record them on the Sponsorship Form and **remember you can get more than one sponsor per tree**. Money should be collected at the time the tree is sponsored. You should use the Sponsorship Form when asking for sponsorships in person. Checks should be made to the Jane Goodall Institute with ReBirth the Earth Tree Campaign in the check memo box. You may make additional copies of the Sponsorship Form if necessary. All sponsorships must be received by December 15, 2007.

Please send a copy of the Sponsorship Form with checks and mail to the Jane Goodall Institute, c/o Roots & Shoots ReBirth the Earth Tree Campaign, 4245 N. Fairfax Dr. Suite 600, Arlington, VA 22203. Send us your donations as soon as you have collected all of your sponsorships because the Roots & Shoots team in Tanzania is eager to begin construction of the nurseries. Please visit [www.rootsandshoots.org](http://www.rootsandshoots.org) for more information. Questions? Email the Roots & Shoots National Youth Leadership Council at [nylc@janegoodall.org](mailto:nylc@janegoodall.org)

### 2. Write letters using the Donor Appeal Letter and Reply Note

You and your group can personalize and adapt our Donor Appeal letter or write your own. Be sure to sign the letter and write in your contact information at the bottom. You could also put a hand-written personal note on each letter that you send.

Send the Reply Note (at the bottom of the Donor Appeal Letter) and a self-addressed stamped envelope along with the Donor Appeal Letter to each potential donor. You should send this letter to people you cannot approach in person. On the Reply Note, write in your name at the top and the donor can fill in the personal information. Please have donors send the Reply Note back to you using the self-addressed stamped envelope. Then send a copy of the Reply Note with checks to the Jane Goodall Institute, c/o Roots & Shoots ReBirth the Earth Tree Campaign, 4245 N. Fairfax Dr. Suite 600, Arlington, VA 22203.

Try making a list of everyone that you know. Each person that you talk to during your daily activities could help you reach your fundraising goal. Each conversation that you have is an opportunity to discuss your desire to plant trees and support the new tree nurseries in Tanzania. Here are some people you might consider writing letters to: relatives, friends, neighbors, classmates, teachers, teammates and coaches. Good luck!

Our Partners in Action:

