

AMERICAN FORESTS

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AMERICAN FORESTS



American Forests plants millions of trees each year, protecting habitat for endangered wildlife, replanting after devastating wildfires, and restoring forests that remove millions of tons of carbon from the atmosphere.



We also educate the public about the tremendous environmental benefits of healthy forests.

AMERICAN FORESTS



Oldest national conservation organization in U.S. Helped start the American conservation movement & the U.S. Forest Service.



Since 1990, have planted 35 million+ trees worldwide through Global ReLeaf, with goal of **100 million by 2020** (six million in 2011).



Four-star rating with Charity Navigator and "A" rating with American Institute of Philanthropy.



Not controversial. Everyone loves trees!

AMERICAN FORESTS: CORPORATE PARTNERSHIPS



Works with **more than 200 corporate sponsors each year** in cause-related marketing initiatives; primarily Global ReLeaf®.



Annual corporate sponsorships in excess of **\$4 million**.

A Sample:



ESTÉE LAUDER



Johnson & Johnson

PAUL MITCHELL®



CASE STUDY: EDDIE BAUER



Point-of-purchase donation to add a dollar to plant a tree plus education of customers and associates. In stores, online, and in catalogue. We pioneered “add a dollar.”




Co-designed and distributed pertinent tree & forest info to customers. Also designed special Global ReLeaf t-shirts and Global ReLeaf collector’s Music CD for sale in stores. Proceeds went to American Forests.




Millions of Eddie Bauer customers have been direct participants in the program. Raised more than \$6 million in last decade (mostly directly from customers) and planted 6 million trees.

CASE STUDY: **IKEA**




Point-of-purchase donation to add a dollar per tree plus education of customers and associates.



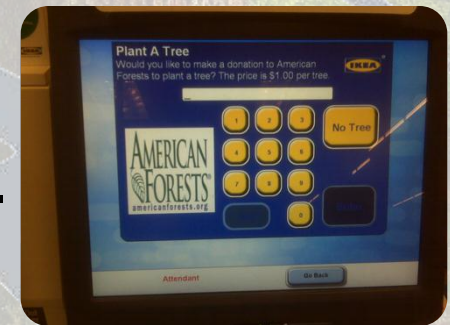
Partners with AF on National Tree Hugger Day in October in all US stores.



Engaged customers in planting trees for clean air and to sequester CO2 generated from driving to and from IKEA stores.



Contributed more than \$1.5 million and planted more than 1.6 million trees with AF.



CASE STUDY: **LOWES**



\$1 million community giving campaign with four conservation organizations.



Partners with AF on 1 million tree give away on Earth Day 2011.



Distributing tree and forest related info to customers.



CAUSE MARKETING WITH AMERICAN FORESTS

- Add a dollar, plant a tree. Customer pays. Simple, tangible and scalable.
- Buy a specific product, plant a tree.
- Fixed contributions – tie brand with tree planting or environmental education.
- Customer loyalty programs – Points for trees
- Carbon offset programs
- Incentivize paperless billing – conversion plants a tree
- Region specific tree planting
- Consumer engagement initiatives – contests, etc.
- Employee recognition programs
- Employee payroll contributions through Earthshare
- Other PR support and licensing rights

QUESTIONS?