



Christmas SPIRIT Foundation
2650 S. Hanley Rd., Ste.100
St. Louis, MO 63144
Phone: (314) 416-2245
Info@treesfortroops.org

Tip Sheet

Thank you for participating in the Trees for Troops program! The Christmas SPIRIT Foundation and FedEx Freight are excited to be making a delivery of Real Christmas Trees to your base this holiday season, and we want to make sure everything goes as smoothly as possible. If you have any questions or concerns, do not hesitate to contact us at 314-416-2245.

- The FedEx operations center should contact you approximately **1-2 days in advance of your delivery** to confirm your delivery location, any special directions, etc. If we anticipate a change in the number of trees being delivered, we will try to let you know well in advance of the delivery date.
- Once the trees are delivered, it is entirely up to you as to how the trees are distributed/allocated. Some bases pre-select recipients based on need. Some ask recipients to arrive shortly after the time of delivery to pick up a tree; others distribute vouchers at a special event in advance to be redeemed once the trees are delivered.
- Please make sure you have some volunteers/staff on hand at the time of delivery to help the driver unload the truck. In some cases, there might be additional volunteers from the Christmas SPIRIT Foundation, one of the T4T program sponsors and/or FedEx to assist – if this is the case, you will be notified in advance.
- In almost every case, each tree will have a special tag attached to it prior to arriving. The tag is 7”x4.5” and made of a special weather-proof material. They are attached with a zip tie, and they contain a space where volunteers have written special/personal messages. In a few cases, trees are shipped prior to having one of these tags attached; if we know these ahead of time, we will send tags and zip ties to you for attaching prior to tree distribution.
- We can provide you with display materials to use in conjunction with tree distribution. We have a 7’x2.5’ vinyl banner with metal grommets for outside/inside use as well as 2’x3’ paper posters for indoor use. If you need any of these materials, please contact us at the number or email address above.
- If the trees will be stored on base for a few days before distribution, try to find a **cool, shady** location for their storage. Avoid storing them on concrete in direct sun, especially in warm-weather areas. Additional tree care tips can be found at <https://itschristmaskeepitreal.com/tree-care-tips/> .
- Ideally, you’ll want to saw a thin disk off the bottom of the tree just before distributing to recipients. This helps the tree absorb water more efficiently. If possible, try to have saws (handsaws or chainsaws or even a saws-all) and work gloves on hand at the point of distribution, as well as volunteers to make a fresh cut.
- If your base allows media on-site, please feel free to use the resources in the “Marketing Toolkit” web page <https://www.christmasspiritfoundation.org/marketing-toolkit> . Any media inquiries received in the CSF office will be directed to your base’s Media Relations contact (or delivery contact).
- Don’t forget to stay in touch after the holidays! If you have photos or video of the event, or if you receive media coverage, we’d love for you to forward these along. To email a story and photos, use info@treesfortroops.org or post/share photos on our Facebook page www.facebook.com/Trees4Troops or our Instagram page www.instagram.com/treesfortroops/ .
- After the holidays, we encourage everyone to recycle their tree. If you know of recycling programs for plant material at your base, or in your local community, we encourage you to distribute and/or post this information for the recipients receiving trees. We published a story last year about tree recycling at JEB Little Creek / Ft. Story. <https://bit.ly/3LvbmHe>

HAPPY HOLIDAYS!