



~ Promotional Kit ~

Welcome and thank you for joining us!

What's in the kit:

1. [Language Guidelines](#)
2. [TreeSisters Logo, Graphics and Banner](#)
3. [A description of TreeSisters for your website / blog / newsletter](#)
4. [Facebook Post / Twitter Copy](#)
5. [Inspiring Poetry and Quotes](#)
6. [Links to TreeSisters Free Offerings](#)
7. [Press Release process and text](#)
7. [Reforestation - planting projects we are funding](#)

~ all of the images are available for [DOWNLOAD HERE](#) ~

If you are going to print materials, please use recycled and responsibly sourced products.

For questions about the embedding restoration into your business, please contact:
Maren Katzaroff, Business Development Manager at maren@treesisters.org

For general inquiries, our team is here for you at support@treesisters.org

P.s: As you may know, we share several inspiring posts a day on our [TreeSisters Facebook page](#) and via our [Instagram](#) and [Twitter](#) feeds. One of the quickest and most powerful ways to spread the word about TreeSisters reach is to invite your valued customers and associates to like and follow our pages, and share our posts. Thanks!

LANGUAGE

When you tell the world about the great things you are doing to embed restoration in your business....

DO - Tell your network you are “embedding restoration in your business”

DO - Use the tagline “restoring our planet with TreeSisters”
This tagline may also be used above the logo

DO - Clearly state what you are donating
Example 1: for every box of tea you purchase, we will donate 1 tree
Example 2: we are donating 3% of sales to TreeSisters

DO -Share your goal:
Example: We have a goal of planting 100,000 trees this year!

Fundraising?

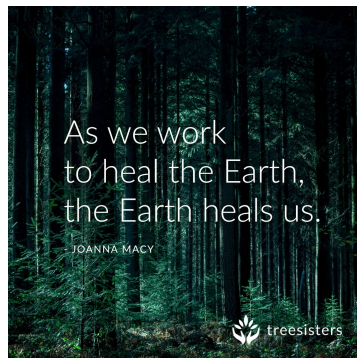
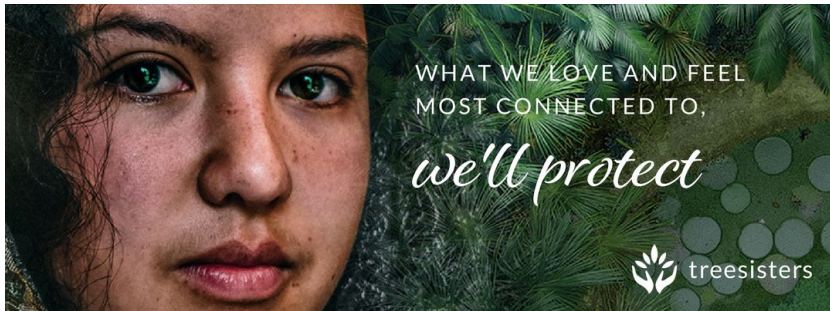
DO - Say you are “fundraising **in aid of** TreeSisters”

Do NOT - Say you are “fundraising **on behalf of** TreeSisters”

TREESISTERS LOGO, GRAPHIC & BANNER:



White logo with clear background also available in download folder



[DOWNLOAD HERE](#)

DESCRIPTION OF TREESISTERS FOR YOUR WEBSITE / BLOG / NEWSLETTER:

TreeSisters challenges everyone to do as much radical good as they can for the planet. Our generous global network of treesisters are transforming both lives and landscapes in extraordinary ways. TreeSisters offers unique global programs that focus on encouraging women's leadership, Nature-connection, and significant behaviour change. TreeSisters is funding the restoration of environments, biodiversity and communities within eight major ecosystems around the world, through a diverse portfolio of vetted, trusted reforestation projects. Join us in making ecological restoration the new norm - www.treesisters.org

FACEBOOK POST / TWITTER COPY:

TreeSisters actively invites all companies to do as much radical good as possible on behalf of the planet.

Restoring our planet together.

Embedding ecological restoration into every financial transaction or business model will become the new norm if we make it happen together.

How many ways can we find to insert trees and their value into the work that you do?

Reforesting the tropics through feminine nature-based leadership.

Imagine a reforestation revolution ignited by the shared creativity and courage of a global network.

TreeSisters aims to radically accelerate tropical reforestation by engaging the unique feminine consciousness, gifts and leadership of women everywhere and focusing it towards global action.

This is an invitation for the co-creativity of women to rise like a tide on behalf of the trees.

“I am ready to simply stand and raise my voice on behalf of the feminine as She rises through us all - and on behalf of the fragile forested fabric of life that breathes us all - and call womankind to do the same.”

Become a treesister today: www.treesisters.org/join

INSPIRING POETRY & QUOTES:

“We are about to witness the single greatest consumer driven, values-based transformation of business ever seen: A new norm of social and ecological awareness, care and regeneration embedded into everything in order to fulfil public need to become part of the solution.”

Clare Dubois, Founder & CEO, TreeSisters

We are calling the Grandmothers, Mothers, Sisters, Aunts, Daughters

The wild women

The crones

The seers and midwives

The mountain and desert women

The soul summoners

The water carriers

The tenders and feelers of Earth

The ocean women who are rising the tide

The fire women who are ready to roar

The girls who already breathe consciously with the trees

and the Elders who choose to sing the song that ends the desecration of our world -

We are calling you to rise together now -

You are invited - to unite and awaken to who and what you really are,

on behalf of the forests, on behalf of the trees, on behalf of Life.

- The Call - by Clare Dubois, Founder & CEO, TreeSisters

“Women are the greatest untapped resource on this planet. Women are wild, powerful forces of nature. But how many of us have become tidy, contained, acceptable versions of ourselves when raging rivers run beneath the surface? We need those rivers, let loose in creative expression and audacious action. Freed up and bonded together we could move mountains. What could be more needed than millions of heart centered women offering their gifts in service to the one who Mothers us all?”

~ Clare Dubois, Founder & CEO, TreeSisters

“When women gather, something else becomes possible. Ours is a different kind of power, a different kind of responsiveness, receptivity, subtlety and co-creativity. We need to gather, to inspire and encourage each other, because it's time for a different relationship with life on this planet of ours.”

~ Clare Dubois, Founder & CEO, TreeSisters

“Scientifically, practically, and emotionally, the work and purpose of TreeSisters is one of, if not the most, significant initiatives that can be undertaken by humankind to address the future of civilization. The world's greatest land-based stores of carbon reside between the Tropics of Cancer and Capricorn in the form of forests. Their restoration is critical to reverse climate change and create a humane and liveable future. Can women accomplish something that has failed governments and agencies for decades? I not only think so –I believe it may be the only way it can be accomplished.”

~ Paul Hawken, Author of 'Blessed Unrest' and Founder of Project Drawdown

“What befalls the Earth, befalls the children of the Earth.” - Chief Seattle

Let the birds take your clothes
Let the waves undo your holding back
Let the vines unravel your tired mind
And the earth savour your sweat and tears.
Let your stories burn off like rising mist,
As your past and the false floors of curbed self-love
Dissolve into butterfly wings and fire flies
As your edges blur and your Planetary Self ignites.

Let the trees bathe your breath
Let the meadows embrace you
Let the mountains and the bees remind you
Let the sky flood in and allow the clouds to guide you.
Let your undoing be as total
As your becoming is beautiful –
And when the living world has climbed inside
Enough for you to feel four legs, scales and wings.
May you finally know yourself alive as all things –
Indivisible and responsible
Reborn into wholeness
Natural, Sacred and Wild

~ Your Planetary Self by Clare Dubois, Founder & CEO, TreeSisters

Prayer for the Sisterhood...
May we support each other's creations.
May we honour each other's unique wisdoms.
May we commit to looking for each other's beauty.
May we make way for the emergent feminine in each other.
May we forgive each other's mistakes.
May we know our own strength and support our sisters to find theirs.
May we know that we are cells in the same body.
May we feel our roots in the earth.
May we gather, unite, rise and call forth a new way.
Together.

~ Clare Dubois, Founder & CEO, TreeSisters

LINKS TO INSPIRING TREESISTERS EVENTS AND OFFERINGS :

Learn more about the TreeSisters [Full Moon Online Retreats](http://www.femmiversity.org/full-moon-calls):
<http://www.femmiversity.org/full-moon-calls>

Listen to Clare's [Interviews and Talks](http://femmiversity.treesisters.org/interviews-with-clare/):
<http://femmiversity.treesisters.org/interviews-with-clare/>

Listen to Clare's Facebook Live series "[The Callings](http://femmiversity.treesisters.org/the-callings-video-series-with-clare-dubois/)"
<http://femmiversity.treesisters.org/the-callings-video-series-with-clare-dubois/>

Explore Clare's [Guided Meditations](http://femmiversity.treesisters.org/meditations)
<http://femmiversity.treesisters.org/meditations>

Watch Clare's [videos](http://femmiversity.treesisters.org/inspiring-videos/)
<http://femmiversity.treesisters.org/inspiring-videos/>

Listen to the full '[Embodying Earth, River, Sky](http://femmiversity.treesisters.org/embodying-river-sky-and-earth-full-moon-series/)' Full Moon series:
<http://femmiversity.treesisters.org/embodying-river-sky-and-earth-full-moon-series/>

Listen to the full '[River](http://femmiversity.treesisters.org/full-moon-river-series/)' Full Moon series:
<http://femmiversity.treesisters.org/full-moon-river-series/>

PRESS RELEASES

If you are going to make an official Press Release, please obtain written approval from TreeSisters by contacting maren@treesisters.org. Please allow 3 business days for review.

Please use the following text at the bottom of the press release

About TreeSisters

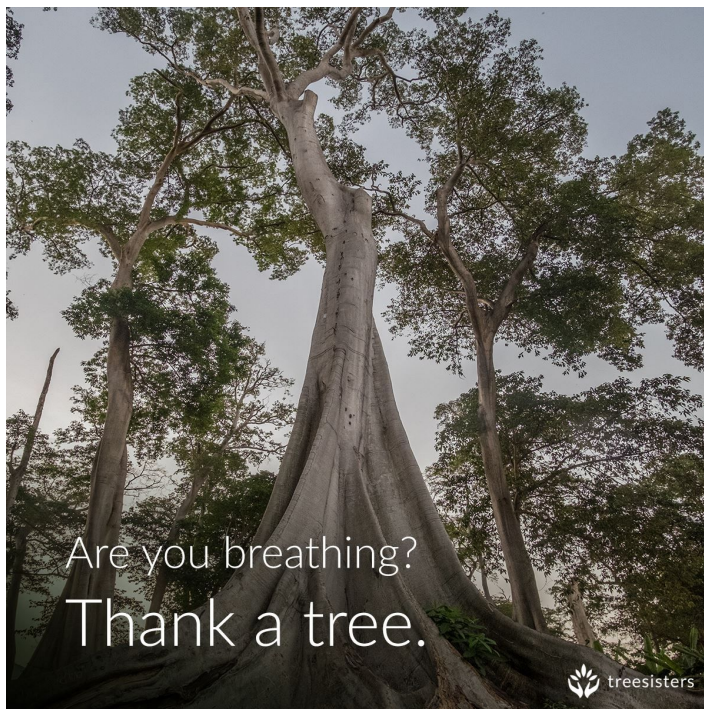
TreeSisters challenges everyone to do as much radical good as they can for the planet. Our generous global network of treesisters are transforming both lives and landscapes in extraordinary ways. TreeSisters offers unique global programs that focus on encouraging women's leadership, Nature-connection, and significant behaviour change. TreeSisters is funding the restoration of environments, biodiversity and communities within eight major ecosystems around the world, through a diverse portfolio of vetted, trusted reforestation projects. Join us in making ecological restoration the new norm - www.treesisters.org

REFORESTATION - PLANTING PROJECTS WE ARE FUNDING

Why Trees, Why Now?

Trees offer humanity one of the most crucial ecosystem services available to us at this phase of our evolution.

Currently global warming is threatening all life on Earth. While we figure out how to reduce carbon dioxide into the atmosphere, the forests of our world are drawing it down into their roots, branches, boughs and leaves. They are invaluable in helping to cool us down. To provide any viable hope for future generations, we need to replace deforestation with a reforestation revolution. We can't wait for governments to lead the way. Together, we are restoring forests in eight major ecosystems including those in Madagascar, India, Brazil, Kenya, and Nepal.



[DOWNLOAD HERE](#)

PLANTING PROJECTS WE ARE FUNDING

We plant trees to restore ecosystems and livelihoods whilst increasing protection against the extremes of climate change in multiple regions of the tropical forest belt. We do this in ways that recreate and restore natural forest ecosystems using indigenous species, fostering local knowledge and skills, and promoting women's participation. We strive to do it intelligently, appropriately, respectfully and successfully.

Forests play a vital role in the hydrological cycles of our world, sequester the atmospheric carbon dioxide that is driving climate change and provide the most biodiverse regions on earth. When

trees are removed, vibrant ecosystems are often overfarmed, eroded and rendered infertile in a cascade effect that is mirrored with social decline, grinding poverty and climate extremes.

Reforestation can rapidly reverse these trends, stabilizing and nourishing the soils, restoring watersheds, revitalizing dry springs and providing good quality water to large populations living downstream.

[YOU CAN READ MORE ABOUT OUR REFORESTATION APPROACH HERE](#)