



## TREES FOR FEES

Become a fundraising activist for Greenpop and earn a free space at the Eden Festival of Action!

**Goal: 80 Trees = 1 free ticket**

**150 Trees = 2 free tickets**

**(1 Tree = R120/\$8)**

**Deadline: 1 September 2022.**

If you meet your goal you will receive a free festival ticket and a space in a Greenpop shared tent.

If you do not meet your goal you will receive a discount on your ticket relevant to the amount of trees raised.

*E.g. if you raise 25% of your goal you will get a 25% discount on your ticket.*

## HOW DOES IT WORK?

[START FUNDRAISING](#)



1. Go to the **Trees for Fees campaign** on GivenGain.
2. Click “Start Fundraising” - Log in to GivenGain or sign up for an activist account if you don’t already have one.
3. Set up your activist project. Be sure to tell everyone why you are raising funds for trees and why you would like to attend the Eden Festival of Action!
4. Set your fundraising target: 80 trees = 9600 ZAR/640 USD, 150 trees = 18000 ZAR/ 1200 USD. This will fund the planting of 80/150 trees and earn you a free space (or two)! at the Eden FOA.
5. Set your deadline: 1 September 2022.
6. Be sure to add photos and extra details to make your project POP!
7. Share & promote your fundraising activist project URL with everyone you know
8. Your space will be secured after you have raised your first 10 trees
9. After the Trees for Fees cut off date (1 September 2022), Greenpop will check how many trees you have raised through your GivenGain activist project and thus how much of a discount you are eligible for.
10. We will send you your discount code and further booking information.

## FUNDRAISING TIPS

*Reach out, speak to people, make it happen - many people have done Trees for Fees before and succeeded - you can too!*

Here are some helpful tips:

- **Download useful resources here:** <https://greenpop.org/downloads/>
- **Send personal emails to your friends/family** with your Activist Project link included and tell them WHY you want to go to the Eden Festival of Action, what it means to you and why you believe in planting trees. It's all about the WHY!
- **Tell everybody personally.** It definitely helps if they see your enthusiasm.
- **Use your social media (Facebook, Twitter, Instagram)** to promote what you are doing.
- **Ask for trees for your birthday (or Christmas)** instead of gifts or maybe you have another milestone to celebrate this year (e.g. passing exams, graduating, etc.)

## FUNDRAISING TIPS

- **Reach out to companies and businesses** that may be interested in sponsoring you/your group. Use this appeal letter that you can find [here](#)
- Give your donors a gift, for example, sending everybody a personal picture from when you are at the festival or getting them a little gift from the festival. Or do something in return for tree donations (e.g. washing a car, selling cookies & treats).
- **Organise a dinner/lunch/movie night/concert** and people have to pay a small contribution for trees.
- **Keep everybody posted** - Tell everybody about what you are doing to achieve your target and how far you are. Don't be scared to keep them posted about your progress, because it's a friendly way of reminding them how passionate and active you are.



YOU CAN DO IT!  
REMEMBER THE MORE  
YOU RAISE THE LESS  
YOUR TICKET COSTS

## FREQUENTLY ASKED QUESTIONS

### **Will every sponsor get a tree certificate?**

After the project, we will send one certificate to you with the GPS coordinates of the location where we planted 'your trees'. You can share this certificate with all your donors to thank them.

### **Can I also receive donations in cash or electronic bank transfer?**

All donations must go through GivenGain. Therefore, your donors can support your project by donating funds via their credit card or electronic bank transfer on GivenGain. If you decide to sell lemonade or your granny gives you a crisp R100 note for your birthday, you can add this cash to your GivenGain profile by donating to your own campaign.

### **If I sponsor 80 trees at ZAR 120 /USD 8 the total amount is more than the ticket price. Why is that?**

If you participate in the Trees for Fees programme the total amount of money raised does not only cover your ticket, but also the costs of planting the 80 trees.

## FREQUENTLY ASKED QUESTIONS

### **Will I get 80 real physical trees?**

No, the funds you raise will be used to pay for the planting of 80 trees in one of our forest restoration projects. You will receive a tree certificate with the forest coordinates of where your trees have been planted.

### **I have 80 real physical trees in my garden. Can I donate them to Greenpop and get the full discount?**

Unfortunately not. We try to run our project in the most sustainable way possible so we buy all of our trees which we plant from local nurseries to avoid transportation and support the local economy.

### **Will my fundraising cover the cost of getting to and from the Eden District?**

Unfortunately, it's not possible to raise funds for trees to cover the costs of transport from your hometown to the Eden District and back.



## **CONTACT US**

**Get in touch at:**

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or visit [www.festivalofaction.com](http://www.festivalofaction.com) for more information.

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