

# #ValentinesDay Campaign

An act of care starts a thriving forest.



tree-nation





# Forests Begin with a Single Touch

Plant for #ValentinesDay



Acacia Tree (Acacia spp.) symbolizes eternal love and resilience. It thrives in harsh conditions, much like true love that withstands challenges.

Make Valentine's Day meaningful by giving the gift of trees. Whether for employees, clients, or partners, this gesture creates a personal connection while reinforcing sustainability values.

By **planting trees with the #ValentinesDay hashtag**, companies can immediately showcase their commitment. Unlike traditional gifts, trees offer a personal and impactful way to give back, not only to the people who matter but also to the planet.

## Plant and Enjoy Immediate Benefits:

- Each tree will contribute to your **Impact Page**.
- You will earn an **easy-to-share award badge** for reaching planting milestones.
- Your company will be featured on the **Leaderboard**.
- Top 5 contributors will receive a **social media spotlight**.

Learn more about our monthly campaigns [here](#).



# Make an Impact

Plant for #ValentinesDay

## Option 1: Plant for Myself

Show your company's commitment to sustainability by planting trees under your brand name.

How-to:

1. Open [Forest page](#).
2. Click on "Plant" on the right corner.
3. Choose the Location.
4. Select a Tree Species.
5. Choose Plant for Myself.
6. Click Plant Your Trees in the right sidebar.
7. Complete the planting process.

## Option 2: Gift Trees

Give unique, eco-friendly Valentine's Day gift with **zero waste**.

How-to:

1. Open [Forest page](#).
2. Click on "Plant" on the right corner.
3. Choose location and a tree species.
4. Select "Yes, I wish to offer trees" for sending a Tree gift.
5. Add recipients individually or upload a contact list for larger groups.
6. Write down the name or paste the table.
7. Personalize your gift with custom message.

In just minutes, you've contributed to a greener planet. An action that makes a big difference. 🌳 ✨

Learn more [here](#).

# Our Marketing Toolkit

A **Marketing Toolkit** gives your business everything needed to **tell your sustainability story** and amplify your impact with ease.



# Planting Badges

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As a leader in sustainability, your actions set an example for others. These badges can be shared across internal communications or social media to highlight your impact and inspire others.

## Planting milestones include:

- **100 trees planted** **NEW!**
- **1,000 trees planted**
- **5,000 trees planted**
- **10,000+ trees planted**

Once you reach these milestones, you can request the badge from your account manager or by emailing [sales@tree-nation.com](mailto:sales@tree-nation.com).





# Social Media Templates

Plant for #ValentinesDay

## #1 Love Blooms Sustainably

This Valentine's Day, we're celebrating love in its most enduring form - through our commitment to Earth. For every purchase this month, we're planting a tree through Tree-Nation, transforming expressions of love into lasting environmental impact.

Because true love isn't just about today. It's about creating a world worth sharing with those we cherish. Join us in making this Valentine's Day about a love that grows, breathes, and shapes our future. Let's turn romantic moments into environmental movements.

## #2 A Valentine for Our Planet

Love takes many forms, and this year, we're expressing ours through action. We've partnered with Tree-Nation to plant 1,000 trees this Valentine's season, because we believe in a love that makes the world better.

Every tree represents our commitment to YOU, our community, and the future we share. Planting trees is our pledge to protect the planet we call home. Together, let's make this Valentine's Day about more than hearts and flowers. Let's make it about hope, growth, and the kind of love that changes the world.

## #3 Love That Lasts

This Valentine's Day, we're expanding our definition of love. Instead of traditional bouquets that fade, we're planting trees that flourish. Each purchase plants a living symbol of love through our partnership with Tree-Nation. Because real love grows, strengthens, and creates positive change. Just like the trees we plant, it reaches toward the sky while keeping us grounded in what truly matters.



# Social Media Templates

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## #4 Being Inspired by Nature

In nature, Acacia provides shelter and nourishment to wildlife, standing strong even in the harshest environments. In love, we do the same for each other—offering support, kindness, and care through every season of life.


This Valentine's Day, let's celebrate love that is as resilient, enduring, and beautiful as the Acacia tree. Known for its strength, adaptability, and deep-rooted connections, Acacia symbolizes lasting love, protection, and renewal just like the bonds we share with those who matter most.

## #5 Love the Planet

Valentine's Day is a beautiful celebration of love, and it can also be a time to show love for our planet. With simple, eco-friendly choices, we can make this special day meaningful for both our loved ones and the Earth.

Did you know? 

- One Valentine's Day creates approximately 1 billion cards worth of paper waste
- Flower delivery generates 18,000+ metric tons of CO2
- Most gift packaging ends up in landfills within 24 hours

Love doesn't have to cost the Earth.  By making mindful choices, we can honor our loved ones and the Earth simultaneously.

Simple Acts of Love for Nature:

- Gift experiences instead of items
- Choose digital cards over paper
- Buy local, seasonal flowers
- Support eco-friendly businesses



# Email Announcement

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*You can adapt this template for your customers/employees*

**Subject:** "Love is more than words, it's action. This month, we're giving back to nature!"

**Body:**

Valentine's Day is a time to celebrate love, and this year, we're taking it beyond chocolates and flowers.

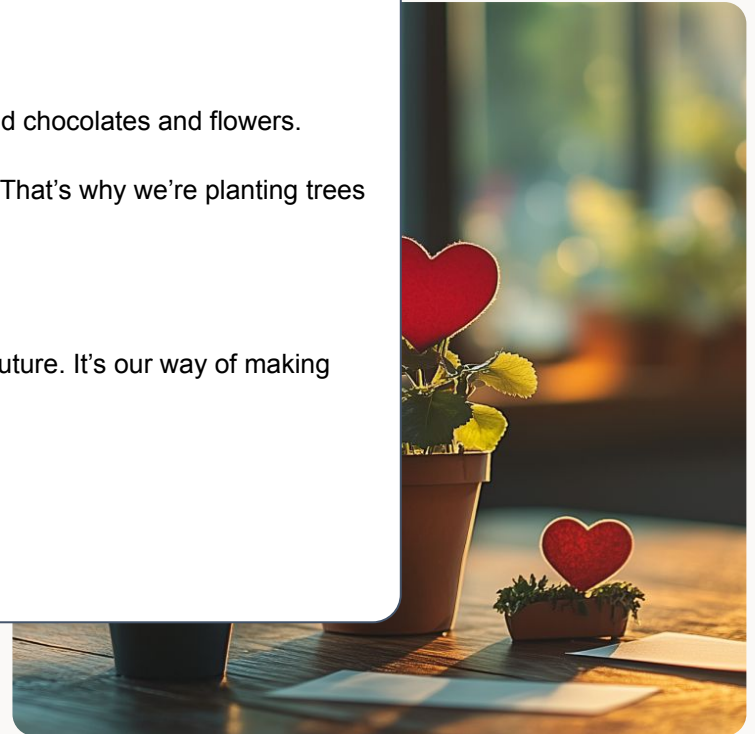
At **[Your Company Name]**, love goes beyond people—it includes our planet. That's why we're planting trees on behalf of our community, giving back to nature in a meaningful way.

 **Visit Our Forest and Follow the Journey [Link to your forest]**

Every tree we plant helps restore forests, absorb CO2, and create a greener future. It's our way of making sure love lasts longer than a single day.

Here's to a Valentine's that's not just heartfelt, but Earth-loving too.

With love & purpose, **[Your Company Name]**







# Blog Post

Plant for #ValentinesDay

*Use this blog template to inspire employees, clients, and partners. Share it on your website, newsletters, or social media platforms.*



## **Title: “A Valentine’s Day for the Planet”**

### **Outline:**

Love isn’t just about words or gestures, it’s about action. And what better way to show love than by giving back to the very thing that sustains us? Planting trees is one of the most powerful ways to care for our planet, creating a lasting impact that benefits both people and nature. Trees provide us with clean air, protect biodiversity, and fight climate change, making them a true symbol of love and renewal.

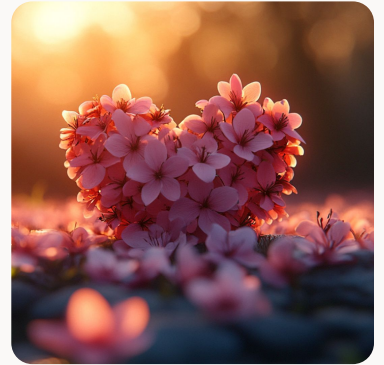
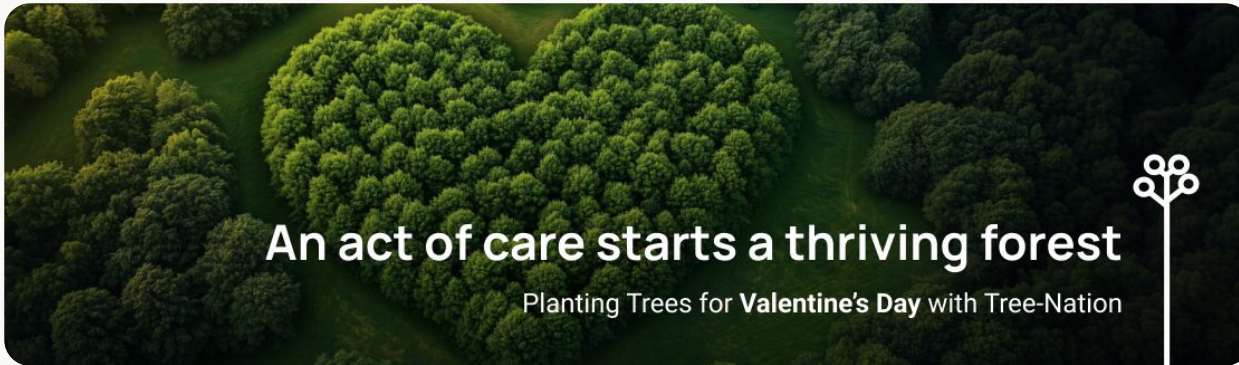
### **Key Points:**

- Every tree planted helps reduce carbon emissions, cools the planet, and prevents extreme weather events.
- Planting trees restores habitats for countless species, ensuring ecosystems thrive and biodiversity is protected.
- Unlike material gifts, trees continue to give by absorbing CO<sub>2</sub>, producing oxygen, and supporting biodiversity for years to come.



# More Visuals

Plant for #ValentinesDay





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# Thank you!

Have questions? Write to us to set up this campaign for success.  
[sales@tree-nation.com](mailto:sales@tree-nation.com)