

# #NewYear Campaign

The Year to Make a Difference.



tree-nation





# 2,025 Trees for the World

Plant for #NewYear



The baobab, known as the “Tree of Life,” symbolizes sustenance, survival, and renewal—perfect for embracing the spirit of a fresh start this New Year.

The choices we make today shape the world we leave for tomorrow. A new year marks a fresh start for intentions and actions.

To celebrate the year ahead, we invite you to plant **2,025 trees** as a powerful **#NewYear** statement of optimism and leadership. This action inspires a brighter future for your community and the planet.

By joining this campaign, you’ll have the opportunity to plant trees aligned with these themes and gain access to visual toolkits, creative content ideas, and recognition in the leaderboard and social media spotlight for top contributors.

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



# Make an Impact

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Planting a tree with Tree-Nation is both simple and impactful. Follow these steps to start making a difference:

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

In just minutes, you've contributed to a greener planet. It's quick, effortless, and deeply meaningful—an action that makes a big difference. 🌳 ✨

Learn more [here](#).

**1 Choose location**  
Where would you like to plant your trees?

The screenshot shows a carousel of location options. The central card is titled "Tree-Nation selection" and says "We prepared this selection for you". It features a background image of a lush green field with young trees. To the left is "Forest Gardens Region, Tanzania" with a price of "From 1 €". To the right is "Reforestation Java, Indonesia" with a price of "From 1 €".

**2 Select species**  
What kind of tree would you like to plant?

The screenshot shows a carousel of tree species. The central card is for "Khaya senegalensis", labeled as "FAST-GROWING", with a price of "1 €" and a CO2 offset of "CO2 50 Kg". It features a background image of a large, mature tree. To the left is "Betula pendula", labeled as "FAST-GROWING", with a price of "7,80 €" and a CO2 offset of "CO2 10 Kg". To the right is "Alnus glutinosa", labeled as "FAST-GROWING", with a price of "1,50 €" and a CO2 offset of "CO2 10 Kg".

Additional details for the species cards include: "Ireland Community Tree Planting" for Betula pendula, "Agroforestry to Stop the Desert, Burkina Faso" for Khaya senegalensis, and "Alvelal, Spain" for Alnus glutinosa.

# Our Marketing Toolkit

We provide **customizable** assets with suggested copy so you can share the story of why joining this campaign matters and how planting trees supports food security.



# 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:

- **1,000 trees planted**
- **2,025 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 #NewYear

## #1 This Year, We're Different.

As the new year begins, we're reminded of the power of actions to create lasting change. That's why we're proud to plant 2,025 trees and start this year with unstoppable positivity.

We share a deep love for trees, just like our community, and we know that acts of kindness and goodwill matter to us all. Through this initiative, we're sharing our impact with you—inviting you to be a part of all that good that is yet to come in 2025.

2025 is a chance for every one of us to make a difference that reaches far beyond ourselves. Planting these trees is our way of taking that first step toward a brighter, greener future thanks to Tree-Nation.

## #2 Leading the Way for a Great 2025!

As we welcome 2025, we're proud to participate in Tree-Nation's **New Year Campaign** by planting 2025 trees. For us, it's a reflection of who we are and the future we want to help create. Every tree planted is a step toward a healthier planet, a better future for us and our kids. Every step is a reminder that progress is possible when we lead with purpose.

## #3 Call to Collaborate

A new year brings new possibilities for everyone we work with, serve, and connect with. This year, we're joining Tree-Nation's **New Year Campaign** to plant trees because we believe in the power of collective action. Each tree symbolizes growth for the shared values that unite us as a global community.

In 2025, let's remind ourselves that we're all connected, and together, we can create a world that thrives.

It starts with a single tree and grows into something extraordinary.



# Social Media Templates

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## #4 Being Inspired by Nature

As the new year begins, we're reminded of the quiet strength and resilience found in nature. Trees, in particular, are incredible symbols of natural force. They stand tall through storms, give without expecting anything in return, and nurture life around them.

Did you know? The baobab, known as the "Tree of Life," is a natural marvel, capable of storing up to **120,000 liters of water** in its trunk to sustain life during droughts. Its nutrient-rich fruit, abundant shade, and ability to support entire ecosystems make it a lifeline for both people and wildlife in some of the world's harshest environments.

The baobab teaches us how incremental progress can create a lasting impact. As we enter 2025, let's honor its lessons and work toward a world that thrives for generations to come. 🌳 ✨

## #5 Letter of our 2025 resolution

We believe that true success is about leaving the world a little better than we found it. This year, we're committed to leading by example, showing that every step toward sustainability counts and that we all have the power to make a difference.

The Earth gives us so much—clean air, beautiful landscapes, and everything we need to live. In 2025, we want to give something back by planting trees, protecting nature, and doing our part for a greener future.

It's not about being perfect or making grand gestures; it's about taking consistent, meaningful steps to care for the world we all call home.

We're lucky to have a community and a team that inspire us every day.

Together, we're reminded that change starts with people who care, and this year, we're proud to take these steps alongside you.



# Email Announcement

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

**Subject:** "Our Commitment to a Greener Future"


**Body:**

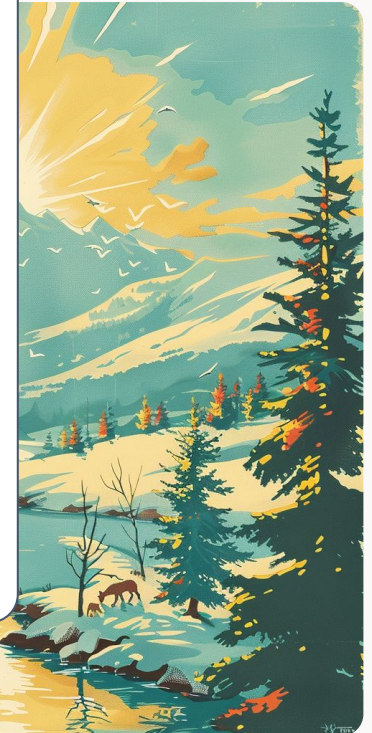
This January, we planted 2,025 trees to kickstart 2025 with purpose and action. It's our way of turning a commitment into real change.

These trees symbolize hope, growth, and the belief that incremental progress can lead to a big change. They'll help restore ecosystems, support local communities, and make the world a little greener.

We'd love for you to follow our journey on Tree-Nation and see how our forest grows, one tree at a time. Together, let's make 2025 a year to remember.

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

Here's to a year of kindness, care, and positive impact. 







# Blog Post

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



**Title:** “Our 2024 Sustainability Milestones and 2025 Goals”

**Outline:**

At [Company Name], we are dedicated to caring for the planet and creating a positive impact. In 2024, we advanced sustainability through actions like planting trees, offsetting CO2 and improving operational efficiency. In 2025, we’ll scale these efforts, plant more trees, and deepen global community support to drive meaningful change.

**Key Points:**

- Restored biodiversity with global planting site collaborations.
- Planted trees to enhance environmental impact.
- Reduced carbon footprint through energy-efficient practices.
- Promoted eco-friendly habits and reforestation among partners and communities.
- Set 2025 goals to scale initiatives and drive innovation.



# More Visuals

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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)