



# Outreach Language

Following are sample calendar and newsletter postings that provide language for your use in spreading the word about your *Growing Native* collection, both before and after your event. The **calendar postings** on this page are designed to advertise the opportunity for individuals to take part in your seed collection before it takes place. The **newsletter article** on the following page is to share with your community the success of your collection after it is complete. These articles may be customized to your individual seed collection simply by dropping your specific details into the areas bracketed and in bold type.

## **Calendar Posting, Brief (~ 60 words)**

**“GET NUTS FOR CLEAN WATER”!**

Get nuts for clean water! Join thousands of *Growing Native* volunteers and collect native tree seeds for future streamside forests and a healthier Potomac River. Collect with **{INSERT ORGANIZATION}** on **{INSERT DATE}** at **{INSERT PLACE}**. Native forests ensure cleaner water far into the future. *Growing Native* is coordinated by the Potomac Conservancy, on behalf of the Potomac Watershed Partnership. For information, visit **[www.growingnative.org](http://www.growingnative.org)**.

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## **Calendar Posting, Extended (~ 250 words)**

**“GET NUTS FOR CLEAN WATER”!**

During this October’s annual *Growing Native*, you can help to restore native forest and protect streams throughout the Potomac River region...one acorn at a time. On **{INSERT DATE}**, **{INSERT ORGANIZATION}** will be organizing a seed collection at **{INSERT LOCATION}**. By taking part, you’ll join thousands of other volunteers across the region who will collect native tree seeds, such as acorns and walnuts, which will be donated to state nurseries and grown into seedlings to plant along streams and rivers.

Native hardwood trees are critical to the health of our waters because they filter polluted run-off and help prevent erosion. They also cleanse the air and provide wildlife habitat and recreational opportunities that will last far into the future.

If you have trees in your backyard, you can also collect seeds prior to **{INSERT DATE}** and drop them off at our collection. Can’t make it on **{INSERT DATE}**? You can still get involved by collecting on your own and dropping your seeds off at one of many public drop-off sites across the region. Just be sure to following recommended seed collection guidelines, which you can find on **[www.growingnative.org](http://www.growingnative.org)**. This is a great family activity, and students can even earn community service hours while helping the environment.

And the fun doesn’t end this fall. After “getting nuts for clean water,” you can “get your hands dirty for clean water” by taking part in *Growing Native* tree plantings next spring!

*Growing Native* is coordinated by the Potomac Conservancy, on behalf of the Potomac Watershed Partnership. For more information about this fall’s seed collection and tree plantings in the spring, visit **[www.growingnative.org](http://www.growingnative.org)**.

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## Newsletter Posting, Post-Collection (~ 450 words)

### We “Got Nuts for Clean Water!”

On {DATE}, {NUMBER} of {NAME OF ORGANIZATION} members gathered at {LOCATION} to help restore native forests and protect streams throughout the Potomac River region...one acorn at a time. Our native seed collection was one of hundreds that were part of this year’s annual *Growing Native*, a year-round volunteer program that engages people of all ages in getting nuts and planting trees for clean water.

*Growing Native* is helping to make the rivers and streams of the Potomac region healthier for future generations. Each seed that we plucked from the ground—including {SPECIES NAMES}—will be donated to state nurseries. There, they will be grown into seedlings that will be planted by volunteers in one to two years along streams. The seed collection brought us together in a meaningful and educational excursion that explored the important connection between healthy, forested lands and clean waters.

Healthy waters are important to wildlife, as well as humans—all of us depend on them for survival. Forested lands are key to keeping our waters cleansed. As rainwater and other precipitation runs over the land, it picks up surface pollutants, such as oil, pesticides, fertilizers, and sediment. Without a *riparian buffer*, or layer of streamside vegetation, these pollutants run directly into our streams and rivers, fouling our water supply and killing insects and small fish on which larger animals rely for food.

Trees create the perfect riparian buffer, acting as a sponge for pollutants and slowing run-off flow to reduce soil erosion. Native trees, which are adapted to local rainfall, temperature, and soil conditions and are resistant to many diseases and insects, are the most suitable for this cleansing role.

Each spring, *Growing Native* volunteers also have the opportunity to plant trees. In this way, they can experience the full circle of the land-water link.

For more information about our *Growing Native* seed collection, contact {NAME} at {PHONE NUMBER &/OR EMAIL}. Complete details about *Growing Native* may be found at [www.growingnative.org](http://www.growingnative.org).

*Growing Native* is coordinated by the Potomac Conservancy on behalf of the Potomac Watershed Partnership. Since 1993, the Potomac Conservancy has been protecting the health, beauty, and enjoyment of the Potomac River and its tributaries. The Conservancy provides conservation options and hands-on restoration opportunities focused on the rivers and streams that people care about. The Potomac Watershed Partnership is a unique collaboration between the UDSA Forest Service, Virginia Department of Forestry, Maryland DNR Forest Service, Pennsylvania Department of Environmental Protection, the George Washington-Jefferson National Forest, Ducks Unlimited, and the Potomac Conservancy that is focused on restoring the health of the lands and waters throughout the Potomac River watershed.