

Appendix I

ADVERTISEMENT AND/OR DONATION REQUEST

Please complete and return this form to our office at least seven days before you need to have your request filled. This will enable us to properly evaluate it. Because we can only afford to contribute to a selected number of causes annually, we want to be as fair to each as possible. The information you provide will help us do that.

ORGANIZATION NAME _____
 ADDRESS _____ PHONE _____
 CONTACT PERSON _____
 ORGANIZATION PURPOSE _____
 HOW WILL DONATION BE USED? _____
 WHO WILL IT BENEFIT? _____
 WHAT WILL AD COST? _____ PRESS DATE _____
 DESCRIPTION OR SIZE OF AD _____
 HAVE WE DONATED TO YOUR GROUP BEFORE _____ OF SO, WHEN? _____
 IS YOUR GROUP A CLIENT OF OUR BUSINESS? _____
 DOES YOUR ORGANIZATION HAVE NONPROFIT STATUS? _____ TAX NUMBER _____
 ARE YOU PERSONALLY A CLIENT OF OUR BUSINESS? _____
 FOR HOW LONG? _____ WHEN WAS YOUR LAST PURCHASE? _____
 IF NOT A CLIENT, WHAT PROMPTED YOU TO MAKE THIS REQUEST? _____
 ARE OTHER BUSINESSES BEING CONTACTED? _____
 OTHER COMMENTS _____

For office use only			
Date Rec.	Ok'd By	If not, reason	Cost Information

Appendix II

SAMPLE PRESS RELEASE

XYZ Tree Service
 123 West Main Street
 Everytown, CO 80200

Contact: Joe Jones
 (303) 765-4321

RELEASE: Immediate

XYZ Tree Service will be removing a large cottonwood tree for the Park and Recreation District on March 25, 1985. The tree is located near in City Park on the west side of the tennis courts.

This cottonwood tree has been classified as a hazardous tree by the Everytown Park and Recreation District, due to the large size of the tree and amount of dead wood in the crown. It is being removed to eliminate the chance for the tree to cause injury or property damage.

XYZ Tree Service was selected by the city council because of its experience in large tree removal. The cross section of this tree measures 65 inches at the base and it is one of the oldest trees in the city. A large crane will be necessary to lower the massive limb and trunk section to the ground safely.

The city park tennis courts will be closed March 25, 1985 to accommodate the removal operations. Removal should be completed in one day. For more information please call Joe Jones at 7865-4321.

ABSTRACT

KOCH, JERRY. 1984. **Watering trees: when, how, and how much?** Am. Forests 90(7): 13-16.

Trees need water, especially during the first three to four years after planting when they are most susceptible to drought conditions. Water is one of the most important factors needed for proper tree growth and the one most often neglected when it is in short supply. A large shade tree is capable of transpiring several hundred gallons of water through its leaves on a hot day. Determining when to water, the best method to use, and how much water to give a tree is not always easy. To get an indication of water stress, examine the soil around the tree. Since the majority of the tree's roots are in the upper 12 inches of soil, taking a sample of the soil in the area will tell the story. By squeezing a handful of the soil sample, you will be able to tell whether the soil needs additional water. No matter what soil type you have, it is far better to give the soil around the tree a good soaking at less frequent intervals than to water just a little every few days. There are two common methods of watering trees. One is surface watering. Another method—subsurface watering—can be done with a root feeder. In areas of the country where rainfall is generally common in the summer months, watering trees is not an expensive maintenance item since it has to be performed only periodically during occasional dry spells.