

FRIENDS OF TREES FOR TOMORROW



Trees For Tomorrow®
Environmental Education Center



TFT AMBASSADOR PLAYBOOK

Your How-To Guide to Inspiring Environmental Education

Thanks for joining us in spreading the word about Trees For Tomorrow! This guide includes everything you need—talking points, templates, and tools—to help you confidently share TFT's mission. Let's grow environmental education, one connection at a time.

TreesForTomorrow.com

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WELCOME

Thank you for becoming an Ambassador for Trees For Tomorrow (TFT)! Whether you're a former educator, parent, alumni, or community supporter, your voice can help bring powerful environmental education to more students. This Playbook gives you everything you need to be successful.

What's a TFT Ambassador?

TFT Ambassadors help spread the word about Trees For Tomorrow's School Outdoor Learning Experiences (SOLE) for K-12 to new schools. You're the local connector—helping open doors through personal relationships and outreach.

You don't need to be an expert or a salesperson. You just need to care.



Ambassador Goals

- Identify and reach out to schools, districts, or youth groups
- Encourage them to consider SOLE for K-12 (day or overnight/multi-day)
- Share resources and connect them with TFT staff if interested
- Help secure sponsorships or link schools to potential funding sources
- Be a local champion of TFT's mission

What's Included to Support You

- Flyers (print and/or digital)
- Email & phone scripts
- TFT Overview
- TFT staff contact for support



TFT CONTACTS (715) 479-6456

- Initial Contact: Operations Manager Mandy Gingerich
mandy@treesfortomorrow.com
 - Scholarship/Sponsorships: Cheryl Todea, Executive Director
ctodea@treesfortomorrow.com
- Printed Materials: Diane Gunderson, Marketing Director
diane@treesfortomorrow.com

AMBASSADOR PROGRAM CHECKLIST

Step 1: Choose Your Target Audience

- Identify:
 - a school or organization that you are familiar and/or are affiliated with
 - schools/organizations that haven't attended TFT in the past 5 years
 - educators, administrators, colleagues or parents you know

TIP: Target WI, Upper Peninsula of MI and metro areas of adjacent states.

Step 2: Make Initial Contact

- Use/modify the provided email template and/or phone script and talking points
 - Keep it simple and personal
 - Share the fliers located on the TFT-Ambassador webpage in person or via email.

TIP: Mention your TFT experience and why it's important—your story matters!

Step 3: Share SOLE for K-12 Knowledge

Let them know:

- TFT offers day and overnight environmental education programs
- SOLE for K-12 is curriculum-aligned, fun, and affordable
- There may be funding to assist with transportation or sponsorship support
- TFT staff will handle logistics and support

Step 4: Follow Up

- Check back within 1–2 weeks
- Ask if they have questions or want to talk to someone at TFT.
- Keep the door open.

Step 5: Report Back

- Email Mandy Gingerich, TFT Operations Manager
 - Who did you contact?
 - Date/time contacted?
 - Are they interested?
 - Any other relevant details?
 - Do they want a staff follow-up?

Even if it's a "not right now"—that's helpful!

AMBASSADOR PROGRAM ABOUT TREES FOR TOMORROW

TFT's Mission

Trees For Tomorrow promotes sustainable natural resources management through transformative, real-life educational experience.

TFT's Vision

Trees For Tomorrow is preparing today's youth to be tomorrow's stewards of our natural world.

Accreditation

Trees For Tomorrow is fully accredited as a school by Cognia, the same nationally-recognized agency that accredits public schools. This recognition sets us apart from "camps" and confirms our commitment to high standards in education, operations, and financial accountability. Led by our Executive Director, Operations Manager, and Education Director, our team maintains this accreditation through regular reporting and continuous improvement.

Board of Directors (BOD)

The Trees For Tomorrow Board of Directors is comprised of volunteer professionals from across the natural resources industry. These individuals bring expertise in forestry, conservation, education, and environmental leadership, helping to ensure TFT's programs stay relevant, impactful, and aligned with real-world practices.

Reference:

<https://treesfortomorrow.com/TFT-BOD-Advisory-Council/>

Nonprofit Status

Trees For Tomorrow is a 501(c)(3) nonprofit organization and relies on donations, grants, and program fees to support its mission—TFT does NOT receive state or federal funding. All contributions are tax-deductible to the extent allowed by law, and donations are made in various forms, including cash, sponsorships, planned gifts, and in-kind contributions of volunteer time and donations of items.

SOLE (School Outdoor Learning Experiences) for K-12

<https://www.treesfortomorrow.com/gallery/SOLE%20catalog%202025%20083024%20redc.pdf>

Trees For Tomorrow has been educating students about natural resources since 1944! This experience has transformed the lives of hundreds of thousands of students by immersing them for one to five days in the heart of the City of Eagle River, WI. Our professional environmental educators are experts at using field studies and hands-on activities to awaken student awareness of the land's capabilities and limitations, and to inspire student enthusiasm for sustainable forest stewardship.

Trees For Tomorrow provides hands-on, standards-based environmental education for students in grades 1–12 for day or overnight/multi-day experiences. Our programs cover topics such as forestry, wildlife, water ecology, sustainability, and the human impact on natural resources.

Lessons are aligned with Next Generation Science Standards (NGSS) and designed to complement classroom curricula while engaging students in critical thinking, collaboration, and real-world scientific practices. Content is tailored by grade level to ensure age-appropriate learning and long-term impact.

While at TFT, teachers and chaperones share responsibility for students and play an active role in the experience. Our professional educators lead all lessons, while school staff supervise during non-instructional times. Teachers and chaperones often learn alongside students, making it a collaborative and enriching experience for all.

Scholarships & Funding Options

Trees For Tomorrow is committed to making outdoor education accessible to all students. We offer a variety of financial support options, including need-based scholarships, incentives for first-time schools, and referral for transportation funding to help offset travel costs. Our goal is to remove financial barriers so more schools can experience the benefits of hands-on, nature-based learning. TFT staff are available to help schools navigate these options and build a program that works for their budget.

Reference:

<https://treesfortomorrow.com/Funding/Scholarship/>

Campus

Located on 40 acres of forested land and next to county, state and federal forests, TFT offers an ideal setting for outdoor education. The campus features historic, dorm-style lodging that provides a comfortable and memorable overnight experience. Meals are served in our dining hall and prepared onsite with care—our kitchen staff is happy to accommodate dietary restrictions, including food allergies, gluten-free, and dairy-free needs. It's a safe, natural environment where students can focus on learning, connecting with nature, and building community.

Explore More Online—TFT's Website

For more information about our programs, campus, and support resources, visit our website at www.treesfortomorrow.com. It's a great resource to explore before reaching out—or to share with schools and educators you're connecting with.

Reference:

<https://treesfortomorrow.com/>

READY-TO-USE OUTREACH TOOLS

We've made it easy for you to start the conversation! This section includes a sample email, phone/voicemail script, and a link to digital outreach materials you can access anytime. Whether you prefer to connect by email, phone, or in person, these tools will help you confidently share Trees For Tomorrow's mission and encourage schools to take the next step.

- ▶ Access editable files here: (Google Drive or Unlisted Webpage possibly with passcode)
- ▶ Printed materials are available upon request—just contact Diane at diane@treesfortomorrow.com.

Subject: Bring Your Students Outdoors with Trees For Tomorrow

Hi [Name],

If you're looking for a way to engage your students in meaningful, hands-on science learning—outside the classroom—I'd love to introduce you to Trees For Tomorrow (TFT) in Eagle River, WI.

TFT is an accredited environmental education center that offers day and overnight/multi-day School Outdoor Learning Experiences (SOLE) for K-12, focusing on forestry, wildlife, water ecology, and sustainability. Programs are aligned with Next Generation Science Standards (NGSS) and designed to bring science to life through outdoor exploration and real-world learning.

Your students will work with professional environmental educators, stay in historic dorm-style lodging, and enjoy meals prepared onsite (we accommodate all dietary needs!). Plus, first-time schools qualify for incentives or travel support, and TFT can help you build a program that fits your curriculum and budget.

[INSERT YOUR PERSONAL CONNECTION TO TREES FOR TOMORROW]

Would you be open to a quick conversation or more info? I'm happy to connect you with the TFT team or send along a flyer.

Thanks for all you do—and I hope we can help your students experience something unforgettable in the Northwoods of Wisconsin.

*Warmly,
[Your Name], TFT Ambassador
[Your Email] | [Optional Phone]*

Hi [Science Teacher or School Administrator], this is [Your Name], and I'm reaching out as an Ambassador for Trees For Tomorrow (TFT), an environmental education center in Eagle River, Wisconsin.

I wanted to connect because TFT offers School Outdoor Learning Experiences (SOLE) for K-12 that align with Next Generation Science Standards and give students the chance to explore topics like forestry, wildlife, water, and sustainability—hands-on and outside.

If your school is looking for something engaging and educational beyond the classroom, this could be a great fit. I'd be happy to send you a flyer or connect you with TFT

staff who can help build a program that works for your group.

Would you be the best person to speak with about student programming? If not, could you point me in the right direction?

- *If they're interested: "Great! I'll send some info your way. What's the best email to use?"*
- *If they want time to think: "Absolutely—would it be okay if I follow up with you next week?"*
- *If they say no or not now: "Thanks so much for your time—I'll check back in down the road just in case!"*

You can access all digital outreach materials—email templates, phone scripts, flyers, and more—through our TFT Ambassador webpage at <https://treesfortomorrow.com/TFT-Ambassador/> or scan the QR code at the right. These resources are updated regularly, and you're welcome to email, download and print them as needed. If you have trouble accessing the folder or need printed materials, contact Diane at diane@treesfortomorrow.com.

