Public Outreach
Phone Scripts

Phone scripts are a way to directly communicate with community members, stakeholders, and potential supporters. With these, you can personally invite community members to tree-planting events, workshops, or informational sessions, creating a sense of connection and importance.

Remember to communicate your message clearly, persuasively, and in a friendly manner following these suggested steps:

1. Greet the person and introduce yourself

2. Establish interest by highlighting the importance of urban and community forestry (Hint: Use a brief, compelling fact or story)

3. Explain your initiative and event, if applicable

4. Discuss the benefits of involvement

5. Address questions or concerns

6. Close by thanking the participant for their time, provide contact information, and discuss any next steps (Ex. Informational material, event invitation)

Here we have three phone scripts that follow the same format. However, the difference lies in how your initiative is positioned: as a national movement, a crucial component of a national movement, or a community-driven campaign.

Community Driven

Intro
Caller: Hello! This is <Name> from Spreading Roots. Am I speaking with <Recipient's Name>?
Recipient: Yes, this is <Name>. How can I help you?

Purpose
Caller: Great! I'm reaching out to tell you a little bit about Spreading Roots, a national initiative designed to support community-led urban forestry, so that people can have a voice in creating and preserving the right green spaces in our neighborhoods. Because we know that when we come together, we can create a better community for us all to enjoy.

Highlighting Mission
Caller: Our mission is to <INSERT MISSION STATEMENT>.

Engagement
Caller: Have you ever thought about the benefits of having more green spaces in <PLACE>, like <INSERT BENEFITS>?

Invitation
Caller: We're inviting community members to join us in our upcoming <EVENT> on <DATE> at <LOCATION>. It's a fantastic opportunity to get involved, meet other people who care about our town, and help us create a more vibrant community.

Call-to-Action
Caller: Would you be interested in joining us for the event or learning more about Spreading Roots and our community initiatives? Your support can make a real difference.

Closing
Caller: Thank you so much <NAME>. We appreciate your time and your interest. Feel free to visit our website or contact us at <NUMBER> for more details. I'm really looking forward to making positive changes in our community with you!

spreading roots

Phone Scripts

National Movement

Intro
Caller: Hello! This is <Name> from Spreading Roots. Am I speaking with <Recipient's Name>?
Recipient: Yes, this is <Name>. How can I help you?

Purpose
Caller: Great! I'm reaching out to tell you a little bit about a national initiative called Spreading Roots. It's designed to support urban forestry led by the people and for the people. Because we know that greater access to nature can dramatically improve people's lives. And yet, there is a drastic inequity in who has access to it. So, we're giving people a voice in creating and preserving the right green spaces in our neighborhoods. Because then we can create a better community that we all can enjoy.

Highlighting Mission
Caller: Our mission is to <INSERT MISSION STATEMENT>.

Engagement
Caller: Have you ever thought about the benefits of having more green spaces in <PLACE>, like <INSERT BENEFITS>?

Invitation
Caller: We're inviting community members to join us in our upcoming <EVENT> on <DATE> at <LOCATION>. It's a fantastic opportunity to get involved, meet other people who care about our town, and help us create a more vibrant community.

Call-to-Action
Caller: Would you be interested in joining us for the event or learning more about Spreading Roots and our community initiatives? Your support can make a real difference.

Closing
Caller: Thank you so much <NAME>. We appreciate your time and your interest. Feel free to visit our website or contact us at <NUMBER> for more details. I'm really looking forward to making positive changes in our community with you!

Umbrella

Intro
Caller: Hello! This is <Name> from Spreading Roots. Am I speaking with <Recipient's Name>?
Recipient: Yes, this is <Name>. How can I help you?

Purpose
Caller: Great! I'm reaching out to tell you a little bit about <NAME>, a local initiative that's part of the national Spreading Roots campaign that supports urban forestry led by the people and for the people. We know that greater access to nature can dramatically improve people's lives. And yet, here in <PLACE>, there is a drastic inequity in who has access to it. So, we're giving people a voice in creating and preserving the right green spaces. Because then we can create a better community that we all can enjoy.

Highlighting Mission
Caller: Our mission is to <INSERT MISSION STATEMENT>.

Engagement
Caller: Have you ever thought about the benefits of having more green spaces in <PLACE>, like <INSERT BENEFITS>?

Invitation
Caller: We're inviting community members to join us in our upcoming <EVENT> on <DATE> at <LOCATION>. It's a fantastic opportunity to get involved, meet other people who care about our town, and help us create a more vibrant community.

Call-to-Action
Caller: Would you be interested in joining us for the event or learning more about Spreading Roots and our community initiatives? Your support can make a real difference.

Closing
Caller: Thank you so much <NAME>. We appreciate your time and your interest. Feel free to visit our website or contact us at <NUMBER> for more details. I'm really looking forward to making positive changes in our community with you!

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