

# TREE PLANTING Campaign

*“If you are thinking a year ahead, sow a seed.  
If you are thinking ten years ahead, plant a tree.”*

— Chinese poet, 500 BC



Trees not only beautify our environment, but also provide a source of livelihood for nearly a quarter of the world's population. Many communities around the world depend on trees for food, timber, fuel, oils, medicine, and shelter. Trees also help to clean our air and soil, preserve our natural water resources, and provide protection from soil erosion, landslides, flooding, extreme weather, and desertification.

Despite their value to humanity, more than 80% of the earth's original forests have been lost in the last century, and we continue to lose more forests at an alarming rate every year. If the current trend of deforestation continues, we may see millions of species of plants and animals become extinct, which may forever change our ecosystems and negatively impact hundreds of millions of people who depend on them for their livelihoods.

## TAKE ACTION

Join Lions from around the world to plant a million trees this year and take an important step toward reversing the trend of deforestation! Whether it means organizing a tree planting event with a local school or taking part in a large-scale reforestation project, each and every Lion has an opportunity to make a big difference. So make tree planting part of your club's activities this year and help us show the impact of our global network.

## TREE PLANTING PROJECT IDEAS

- Bring together members of your community to organize a tree planting day in your area
- Work with a local forestry department to establish a tree nursery for your community
- Make a long-term commitment to restore and protect a deforested area
- Develop a tree planting project in collaboration with local farmers to improve the agricultural landscape

## SHARING YOUR SUCCESS

Every month throughout the year, we will report on the progress Lions are making in reaching our goal of planting a million trees around the world. Be sure to tell us about your project and the number of trees your club has planted by completing the monthly Lions Club Service Activities Report. For more information go to [www.lionsclubs.org](http://www.lionsclubs.org) and keyword search tree planting.

## RESOURCES

A number of resources including a planning guide and sample press release are available to assist you in completing a tree planting project. For materials and campaign updates go to [www.lionsclubs.org](http://www.lionsclubs.org) or contact the Service Activities Division at [programs@lionsclubs.org](mailto:programs@lionsclubs.org).



JOIN LIONS TO PLANT A MILLION TREES