

# TreeGreetings FAQ

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1. *Can I go visit my tree?*

With so many trees being planted we can't specifically show you your tree, but if you click on "Tree Tour", we can show you pictures of the trees, tree nursery, tree planters and planting sites in progress. While you may not be able to see your actual tree, there is great satisfaction in knowing that your tree is growing next to the tree planted by another. A Birthday tree from North Carolina next to a Memorial tree from California and both of these near a Wedding tree from New York. A forest of life, hope and growth! The non profit organization that we work with to plant our trees, Trees, Water & People (TWP), does offer annual opportunities to plant trees during their annual Work Tour to El Salvador. Learn more about this unique adventure and reforestation project by contacting Patrick Flynn at 877-606-4897 or [patrick@treeswaterpeople.org](mailto:patrick@treeswaterpeople.org).

2. *Where are the trees being planted and how are they being cared for?*

Over the past 15 years Your True Nature has planted trees through a variety of organizations including Friends of Trees (Portland, OR), Fort Collins ReLeaf

(Fort Collins, CO), Global ReLeaf (Washington, DC), TreePeople (Beverly Hills, CA), Trees Water & People (Fort Collins, CO) and others. Currently we are planting in areas of El Salvador with TWP. This project offers the best combination of ideal growing conditions, creation of jobs for local communities, capability of planting large numbers of trees, price, aftercare and protection of the trees from future harvesting. It is our desire to choose locations where the tree can grow its full life. It is easy to plant a tree, but the care of weeding and removing encroaching grasses is also so important and part of our program. TWP is particularly proud of the fact they work with rural communities in Central America to protect water and forest resources. They operate with the professional and development ethic that these communities should lead their own resource protection initiatives, and that TWP's role is to help and support them with that mission. It is because these communities take the initiative to reforest that we know they will protect and care for the trees we plant with them.

Some of our customers have requested their desire to plant trees in the US and we are pleased to now offer this option. Plant-It 2020 plants our Evergreen trees in various locations in the US including California, Washington, New York, Wisconsin, Ohio, Vermont, Tennessee and Georgia. Specific state locations are selected each year based on adequate moisture, areas needing planting of Evergreens and available projects. Getting the right tree in the right place is our primary objective.

### 3. *How do I know the trees are being planted?*

The trees are being planted by the non profit organization in Fort Collins, Colorado, Trees, Water & People. This vibrant organization has planted 1.2 million trees in Central America. As a result of their outstanding work, TWP has been featured on the National Geographic Channel and the BBC, and received the prestigious Ashden Award for Sustainable Energy in 2005. This was presented to Stuart Conway, TWP's International Director, by Prince Charles in England. Trees, Water & People is an audited 501(c)3 non profit and receives grants from many reputable foundations. All tree plantings are documented with reports including pictures and are verified to our satisfaction. You can visit TWP's website at [www.treeswaterpeople.org](http://www.treeswaterpeople.org) for more information.

The Evergreen trees are being planted in the US by Plant-It 2020, a 501(c)(3), a private foundation founded in 1992 by the well-known singer and environmentalist John Denver. They have worked with international, national, state and local government, corporate and private partners to plant, maintain and protect trees worldwide.

Once your TreeGreeting is purchased it may be a few months or in some cases up to twelve months before your tree is planted. It all depends on which month the

purchase has been made, optimal planting conditions and available projects. In 6-8 months you will be receiving an email TreeGreeting announcing that your tree has been planted or will soon be planted. We will include pictures of some of our planting projects.

4. *4. Tell me more about the trees being planted?*

In each of the tree groups Flowering, Shade, Fruit and Evergreen, there are three or four wonderful varieties from which we will choose your tree or trees to be planted. For example if you choose the Fruit group we will plant either a Lemon, Orange or Mango. To make this a successful program it is important that our tree planting partners have the flexibility of which tree to plant depending on soil conditions, trees needed, species diversity, and what is available in the tree nursery. All of the Shade, Flowering and Evergreen trees are native varieties. You might notice that some trees do overlap groups, ie: Laurel could be considered a Shade tree, but it has such a beautiful flower that we added to the Flowering tree category. Your TreeGreetings purchase plants trees that would have otherwise not been planted. With your satisfaction in mind, it is our goal to plant the tree that has been selected, however to insure that year after year the right trees are planted (based on a variety of factors) we reserve the right to substitute trees and will do so only if and when it becomes necessary. And now more about the tree groups and varieties:

Group Descriptions:

**SHADE TREES** - Trees in this category are either fast-growing pioneer trees or slow-growing canopy trees. Pioneer trees are those that are most resistant to tough growing conditions in degraded areas. They withstand long droughts and pests. Canopy trees are usually the tallest trees in a mature forest.

Wild Tamarind - *Leucaena* - *Leucaena salvadorensis*  
Extremely fast-growing and an endangered tree species.

West Indian Locust - *Hymenaea courbaril* L  
A slow growing well formed tree, the wood is strong

Pacific Coast Mahogany - Caoba - *Swietenia humilis* Zucc.  
Endangered due to overharvesting.

Spanish Cedar - Cedro - *Cedrela odorata* L.  
Beautiful and large canopy tree

**FLOWERING TREES** - These trees are renowned for their beautiful flowers and add splendor to assorted landscapes of El Salvador. They vary greatly in their size, growth and flowering.

Pink-Trumpet tree - Maquilishuat - *Tabebuia rosea*  
Produces a distinctive pink flower.

Yellow Elder - San Andrés - *Tecoma stans*  
Hardy, fast-growing tree with gorgeous yellow flower.

Laurel - Laurel - *Cordia alliodora*  
Stunning hardwood evergreen tree with long yellow flower

Mexican Lilac - Madre de Cacao - *Gliricidia sepium*  
Very successful reforestation tree. Called the mother of cacao because the Aztecs used it to protect their cacao trees.

**FRUIT TREES** - Although there are a variety of native fruit trees in El Salvador, we plant mango and citrus trees with communities to meet their preferences.

Tommy Mango - *Mangifera indica* L.  
Tasty and prolific producer of mango fruit

Valencia Orange - *Citrus sinensis*  
Juicy and delectable orange fruit

Persian Lemon - Limón Persa - *Citrus latifolia* Tan  
High nutritional and economic value of Persian Lemons for rural families.

**EVERGREEN TREES** - These trees keep their needles and provide shade and wind protection all year. It's easy to tell one tree from another if you know a few helpful hints based on the first letter of each tree. Spruce has Sharp needles, Pines have needles in Packets or groups, and Fir has Friendly or soft needles. With so many possible varieties of evergreens being planted we have listed only list a few.

Spruce - Blue

Pine - Ponderosa

Fir - Noble, Douglas

Imagine your tree or trees growing in the warm sun, nurtured by rain and bringing shade, oxygen, fruit, color, homes for birds or animals, or all of these things to make this a better world for all of us. We treat each tree with care. *Our special gift to you and the Earth.*

5. *How did Your True Nature come up with this idea?*

After having received a Magnolia tree for his 11th birthday, Ilan Shamir gained a lifelong appreciation for the value and joy of receiving a living growing gift. *"My tree and I "grew up" together! It has been such a valuable and important part of my life that I wanted to give others the experience of having a tree planted for their special occasions."* Here is an idea that combines the power of technology with the beauty and gentleness of nature. The fact that the whole process and purchase is paperless (except for printing off your certificate if you choose to do so) is amazing.

Your True Nature has been planting and celebrating trees for over 25 years. It is more than a business, it is our passion and mission. A few of the ways we have been involved: Over 50,000 trees have been replanted to replace all paper used in our company. Fort Collins ReLeaf, a non profit community organization was founded in 1990 and has planted more than 30,000 trees in Northern Colorado. The 100% Replanted program was co-founded with Trees Water & People to give individuals and businesses an easy way to replant trees for all paper used ([www.replantTrees.org](http://www.replantTrees.org)). Ilan Shamir has authored Tree Celebrations, PoetTree and Advice from a Tree books and has given over a thousand tree celebrations and education programs all around the world. Our passion and purpose is trees.

6. *I purchased my TreeGreeting through another website. Do they get credit?*

When you click on the TreeGreetings button on another site it will take you into the Your True Nature Tree Greetings site. For each and every TreeGreeting you purchase, between \$.50 and \$1 will be donated directly back to that organization. In some cases it will be the charity that the organization has selected. The amount depends on the organization being a Level I or Level II affiliate. As an example, if you purchase a TreeGreetings that plants one tree, the organization will receive \$1. If you purchase a three tree grove the contribution will be \$3.

7. *How can I sign up as an affiliate and put the logo on my website?*

If you are an organization and would like to let others know about TreeGreetings and make money for you, we can sign you up! You get a colorful Tree Greetings Logo to put on your site. You receive up to \$1. per tree for each and every tree purchased on our site where the purchaser comes through your link. If they order one tree, as an affiliate you get \$1. If they order the five tree forest you receive \$5. The purchaser will see the name of your organization and the donation amount

when purchasing their TreeGreetings. If you would like to have the money donated to a charity of your choice this can easily be arranged and you will receive the tax deduction. Click on the button "Tree Affiliate" for more detailed information and online application.

8. *What if I would like to send out a holiday TreeGreetings to my whole list?*

If you are an individual that would like to send TreeGreetings to your holiday mailing list it's as easy as one, two, tree! The TreeGreetings website will take care of everything automatically and make sure you receive your discount for ordering multiple greetings. If you are an organization please see below.

9. *I am a company or organization. Can I send TreeGreetings for customer appreciation or holiday cards?*

We have had organizations purchase 400-500 cards and send them out to their employees or customers. In either case we offer discounts for quantities. We can include your logo and personalized message on the last frame of the card and we can also include your company name on the certificate! We offer either The Gift of a Tree "paper/mailable" version or the TreeGreetings electronic version. With TreeGreetings you save postage and send a paperless, animated eCard that plants a tree! Just email us at: [treegreetings@yourtruenature.com](mailto:treegreetings@yourtruenature.com) or call us toll free at 1-800-992-4769

10. *How long will my card be viewable?*

The card can be viewed over and over again for up to a year. We have our cyber elves on standby to redeliver your TreeGreetings at any time!

11. *What if I want to plant more trees than the five tree forest you offer?*

We have set up an automatic calculator on the site that allows you to enter in any number of trees that you would like. The cost is \$6.95 per tree. Enter the number of trees and the cost will automatically be calculated and appear. It's as easy as 1, 2, Tree!

12. *What if I want to send the TreeGreetings to arrive on someone's birthday, wedding, anniversary or other special occasion and it is a few days or even months from now?*

With the amazing power of the computer we have set up the site so that you can purchase the TreeGreetings and select the day you would like it delivered. It can be sent immediately, in a few days, weeks or even months. It's easy to plan ahead and take care of your sending list well in advance.

13. *What will the recipient receive once I purchase a TreeGreeting?*

This whole thing happens within minutes. You purchase the TreeGreeting, your credit card purchase is approved and voila, an email is sent to the recipient with a link to their TreeGreeting. Imagine their excitement as they view the card and your personalized message! They can replay it as many times as they want (even for a whole year!). They can take a tour of the tree planting area and see more about their tree and print their full color personalized 8 x10 certificate suitable for framing! And even better, six - twelve months after you send the TreeGreetings, and after your tree or trees have been planted, both you and the recipient will automatically receive a colorful email with pictures showing you the area your tree was planted and other interesting pictures of how your tree is growing.

14. *How will I know if the purchase went through?*

You will receive an email confirming your purchase once your credit card has been approved.

15. *What if I want to plant a tree for someone and they do not have a computer?*

Not a problem. We also offer "The Gift of a Tree" cards that can be mailed. Visit our webstore [www.yourtruenature.com](http://www.yourtruenature.com). We offer tree cards to plant a single tree or a three tree grove. Available for any occasion. Discounts for purchase of six packs are available. Cards do not expire.

16. *What is your privacy policy with the information entered on your site?*

We do not sell or rent your information to anyone else. Your True Nature will send you our semi-monthly inspirational TreeZine which you can enjoy or choose to cancel at any time.

17. *Is this a secure site for credit card processing?*

Yes, we purchase a secure certificate and server key and use Authorize.Net as our transactions processor. All information you enter is encrypted at the highest level before it is transmitted over the internet. We have processed many thousands of secure transactions.

18. *What are the environmental practices of Your True Nature, Inc.?*

We have been a leader in progressive sustainable actions since 1979. Over 50,000 new trees have been planted and cared for through non profit community forestry organizations to replace all paper used in our business. We are co-developers with Trees, Water & People of a unique website [www.replanttrees.org](http://www.replanttrees.org) that allows individuals and other organizations to use an online calculator to determine number of trees used and then to immediately replant those trees. We also use recycled paper in all of our products, have fuel efficient hybrid fleet for our vehicles and each year contribute 1% of our entire sales to "1% For The Planet".

19. *What other products do you offer and how can I purchase them?*

Visit [www.yourtruenature.com](http://www.yourtruenature.com) for over 50 environmentally sustainable products. We have a full line of books, journals, stationery, posters and t-shirts to celebrate nature and human nature. Advice from a Tree, Advice from a River, Advice from a Mountain, Advice from a Garden, Tree Celebrations and A Thousand Things Went Right Today are a few of our many popular products. Your True Nature also offers lively keynotes and trainings for events and organizations. Our website contains a whole forest of useful information.

20. *How do I get in contact with you?*

The best way is to email us directly at: [treegreetings@yourtruenature.com](mailto:treegreetings@yourtruenature.com) One of our friendly tree elves will get back to you and help in any way they can.

