



*Thank you
for 10 years!*

Reflect ~ Remember ~ Rejoice

Our Heroes' Tree Program Planning Guide

Showing appreciation for the U.S. Armed Forces

Start a tradition ~ Decorate Our Heroes' Tree with American flags, yellow ribbon, white lights, and decorations in honor of service members past and present

Community spirit ~ Dedicate Our Heroes' Tree to remember the service, sacrifice, and deployment separation of U.S. service members and their families

Together in patriotic pride ~ Rejoice together and promote patriotic pride, literacy, and community support

Website: ourheroestree.com
Pinterest: Our Heroes' Tree Program
Facebook: Our Heroes' Tree Program
Twitter: @ourheroestree
Book sales:
Amazon.com; e-book also via Apple iBooks Store,
BarnesandNoble.com, MilitaryFamilyBooks.com

Stephanie Pickup and Marlene Lee created Our Heroes' Tree® in 2005 to honor the service and sacrifice of our nation's military families. *Our Heroes' Tree Program Planning Guide* is offered free of charge based on the conditions set forth in the section "Trademark and Logo Usage Notes for the General Public for Our Heroes' Tree®".



Ornament donated to Our Heroes' Tree, Rhode Island State House. The handwritten note says, "This ornament is in honor of the men who fought on D-Day. This is sand from Omaha Beach, Normandy, France, that we visited in 2008."



OUR HEROES' TREE PROGRAM PLANNING GUIDE PROGRAM OUTLINE

Suggested program duration: 1 to 2 hours

Variables to consider:

Group size and composition, location, travel distances, weather, and activities, such as crafting ornaments on-site.

The start time of 3:30 p.m. is used below as an example:

- | | |
|------------------|--|
| 3:30 – 3:45 p.m. | Hang decorations
Customize “Hero Pages”
from <i>The Hero in My Pocket</i> |
| 3:45 – 4:10 p.m. | Welcome (5 minutes)
Pledge of Allegiance (5 minutes)
Reading of Our Heroes' Tree poem
(e-book) (10 minutes)
Patriotic song (group sing, 5 minutes) |
| 4:10 – 4:45 p.m. | Incorporate themes of Reflect, Remember, Rejoice
for dedication of Our Heroes' Tree |



Harrison County Library
Corydon, Indiana



Our Heroes' Tree celebration indoors in winter,
Ft. Wainwright, Alaska

- ★ Remarks from host about sharing the bonds of service, separation, and sacrifice
- ★ Join in a moment of silence to remember those who are serving, those who have served, and those whose lives have been lost
- ★ Announcements and/or guest speaker
- ★ History comes alive as attendees share stories about the meaning of their ornament with other attendees

- | | |
|------------------|---|
| 4:45 – 5:00 p.m. | Reading of <i>The Soldier's Tree</i> (10 minutes) |
| 5:00 – 5:45 p.m. | Refreshments and socializing |

Website: www.ourheroestree.com
Twitter: @ourheroestree

Pinterest: Our Heroes' Tree Program
Facebook: Our Heroes' Tree Program



CHECKLIST FOR SUCCESS

Set-up, Budget, Time

OUR HEROES' TREE & DECORATIONS

- _____ Our Heroes' Tree standard decoration configuration:
 - ___ Place two American flags at the 10:00 and 2:00 o'clock positions on upper tree branches.
 - ___ Hang a bow made of yellow ribbon near the top of the tree.
Hint: On a typical 6+ ft. tree, wide ribbon works best, approximately 18-24 ft. long. For a paper tree on a wall or door, just drape or draw a yellow ribbon.
 - ___ Per the Trademark usage, if lights are used, they should only be white lights to symbolize a silent salute to history and the deceased.
- _____ Share ideas via Pinterest and Facebook.
- _____ Decorations are individual creations. Write the name of the person(s) being honored; the creator of the decoration may wish to write their name on the back of the ornament.
- _____ Help engage participants by offering templates for decorations (see *Templates* section).
- _____ Tree (consider asking a local merchant to donate or sponsor the tree), indoors or outdoors, paper tree on a wall, etc., plus tree holder and tree topper.



Artwork by Chandler Dudley

*Featured in schools, military installations, events, and previously listed in the **Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury Resource Guide:***

- _____ *The Soldier's Tree* by Stephanie Pickup, an uplifting book for children enduring the separation of deployment during the holiday season
- _____ *The Hero in My Pocket* by Marlene Lee, a keepsake book to give children a voice in their grief following the death of a U.S. service member or Veteran

Books are available via www.amazon.com.

Our Heroes' Tree e-book is also available via Apple iBooks Store, Barnes & Noble

PLANNING YOUR BUDGET

- _____ Budget Considerations: _____
- _____ Potential Sponsors, Donors, and Partners: _____
- _____ Fundraising Options: _____

PLANNING YOUR TIME

Consider group size, location, travel distances, and activities in planning Our Heroes' Tree.

- _____ Location / Name and Address: _____
- _____ Date and Time: _____



CHECKLIST FOR SUCCESS, *Continued* Trademark Compliance, Invitation, Community

TRADEMARK COMPLIANCE

- ___ Our Heroes' Tree is a registered Trademark of Our Heroes' Tree. Use the full name of the program: Our Heroes' Tree. Refer to the Trademark page for full compliance.
- ___ On collateral (e.g., marketing, advertising, event literature, media), in a point size no smaller than 10 point and in the Arial or similar font, include the following phrase: Our Heroes' Tree created by Stephanie Pickup and Marlene Lee.

INVITATION & PUBLICITY

Remember to include in your invitation your organization's name, event date, time, location, and RSVP information, if needed.

- ___ Announcements via e-mail and social media (websites, Facebook, Twitter, etc.)
- ___ Announcements via traditional media (newspaper, newsletter, radio, TV)
- ___ Brochure or flyer for event attendees, explaining the meaning of Our Heroes' Tree
- ___ Digital recording or photography (with permission, of course)

COMMUNITY ENGAGEMENT

Engage the community based on the unique needs of your own community and bridge the military and civilian communities.

- ___ Incorporate the program's themes of: *Reflect ~ Remember ~ Rejoice*
- ___ Be creative! Host Our Heroes' Tree on Veterans' Day, Valentine's Day, pre-deployment or welcome home, or adapt the program for deployed units to honor loved ones back home, as well as in tribute to the injured and the fallen.
- ___ Show *Our Heroes' Tree*, the e-book, on a big screen or wall
- ___ Consider the expressive arts: family art display, music, poetry, dance, etc.
- ___ Consider a musical selection, such as inviting a military band, school band, or a choir
- ___ Arrange a simulcast or videoconference with deployed service members
- ___ Arts and crafts supplies/table for making ornaments or creating cards for deployed service members or family members
- ___ We support the use of live trees. Visit the Arbor Day Foundation website or American Forests website for information.
- ___ Light refreshments



Veterans Day parade
Fairhaven, MA
hosted Our Heroes' Tree



SEEDS OF CREATIVITY & RESOURCES

BE CREATIVE

Add your own creative flair to Our Heroes' Tree programming like the groups below.

- ★ **Veterans' Day parades** in Fairhaven, MA, feature Our Heroes' Tree to honor all generations of Veterans.
- ★ **American Cancer Society, Relay for Life**, featured Our Heroes' Tree.
- ★ **25th Infantry Division** families in Ft. Bliss, Texas, sweetly and proudly decorated Our Heroes' Tree for Valentine's Day on live trees outdoors.
- ★ The **United States Military Academy's** West Point Elementary School, in dedicating the inaugural Our Heroes' Tree in 2005, invited Stephanie Pickup to read *The Soldier's Tree* to its classes. In 2012, 2nd graders voted on the cover for *Our Heroes' Tree*, the e-book.
- ★ **Purdue University's Military Family Research Institute (MFRI)** engaged communities to honor Veterans' Day with Our Heroes' Tree. MFRI created a resource guide, educational literature, posters, bookmarks, and a "Virtual Our Heroes' Tree."
- ★ **McBride Elementary School, Ft. Benning, GA**, hosts Our Heroes' Tree as an on-going display of family and community unity.
- ★ **Currituck (NC) BBQ Restaurant** dedicates Our Heroes' Tree to firefighters and police officers who dual-serve in the National Guard or Reserve.
- ★ **1st Armored Division** families decorated Our Heroes' Tree outdoors with 2,000 ornaments on 11 evergreen trees.
- ★ **Veterans Administration Medical Center, Chicago, Palliative Care**, honors Veterans, families, and staff with Our Heroes' Tree.



Our Heroes' Tree
West Point
Elementary School
Valentine's Day

RESOURCES

- ★ **National Military Family Association**, Operation Purple camps bond campers who are all military-connected children. Website: nmfa.org
- ★ **Armed Services YMCA**, specializes in supporting military families with recreation, education, and family programs. Website: asymca.org
- ★ **Homes for Our Troops**, builds specially-adapted homes for severely injured Veterans. Website: homesforourtroops.org
- ★ **Team Red, White & Blue** connects America's Veterans to their community through physical and social activity. Website: teamrwb.org
- ★ **Disabled Sports USA**, transforms the lives of service members through adaptive sports. Website: dsusa.org

TEMPLATES FOR DECORATIONS

Copy and cut out these templates for Our Heroes' Tree participants to use – or create your own.

Our Heroes' Tree

Veteran's name: _____

Branch of Service: _____

Dates/Location(s) served: _____

Your name and relationship to Veteran: _____

Message: _____



© Our Heroes' Tree Artwork by Chandler Dudley





ABOUT THE CO-FOUNDERS

Stephanie Pickup and Marlene Lee



Stephanie Pickup and Marlene Lee co-founded Our Heroes' Tree in 2005 to foster community spirit among military and civilian communities.

Programs, events, and literacy help promote awareness and appreciation of the service and sacrifice of U.S. service members and their families.

From one tree in 2005 to programs and events held in 34 states and 10 countries, we thank you for helping share and grow the spirit of Our Heroes' Tree.

Our Heroes' Tree e-book was published in 2013, and introduced artist and self-described “military brat,” Chandler Dudley.

Stephanie Pickup, Co-founder, Our Heroes' Tree

Stephanie is currently the Marketing Manager for Care Free Homes of Fairhaven, MA. Previously, for more than two years, Stephanie led an Army Family Readiness Group and helped her young children through her husband's two Army deployments overseas during the holidays.

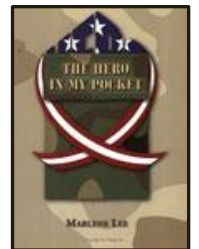
Based on her own experiences, Stephanie, a writer and mother of four, authored *The Soldier's Tree*, a book for children (ages 3-6 years) whose loved one is deployed during holiday time. This charming story and colorful illustrations comfort and encourage children as they make, decorate, and celebrate their very own soldier's tree.



Marlene Lee, Co-founder, Our Heroes' Tree

Inspired by her volunteer work with injured soldiers and their family members at Walter Reed Army Medical Center while her own son was deployed to Iraq, Marlene authored *The Hero in My Pocket*, an interactive and keepsake book for to give children (ages 6- 12 years) a voice in their grief following the death of a U.S. service member or Veteran.

Marlene also co-authored *That's My Hope*, an interactive story of inspiration and resilience for families who have experienced trauma, illness, or injury. Marlene holds a master's degree in Thanatology (death, dying, and bereavement studies).



Books are available via Amazon.com and *Our Heroes' Tree* e-book is available via Amazon.com, Apple iBooks Store, Barnes & Noble, and Baker & Taylor

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Facebook: Our Heroes' Tree Program

TRADEMARK AND LOGO USAGE NOTES FOR THE GENERAL PUBLIC FOR OUR HEROES' TREE®
(The fine print in plain English)

Our Heroes' Tree® began in 2005 and is a registered trademark of Our Heroes' Tree. Except as stated in the Trademark and Logo Usage Notes herein, you or your company, organization, etc., may not use *Our Heroes' Tree* trademark or any confusingly similar mark as a trademark for your program or service, or use *Our Heroes' Tree* trademarks in any manner that may cause confusion in the marketplace, including but not limited to advertising and collateral, Internet or other electronic media (websites, Facebook, Twitter, etc.), or event programming.

Below are the conditions for use by the general public of Our Heroes' Tree as a Trademark name, for which, as long as compliance with all items is met, no advance written permission is necessary. Use is permitted when all four conditions are met.

1. The name Our Heroes' Tree must be used in full and cannot be modified (for example, do not abbreviate the name).
2. The name Our Heroes' Tree is used only in conjunction with promoting and hosting a program or event that features or includes Our Heroes' Tree, a community program created by Stephanie Pickup and Marlene Lee.
3. Program or event organizers cite and credit Stephanie Pickup and Marlene Lee, in customary and usual collateral (i.e., marketing, advertising, event literature, in all media), in a point size no smaller than 10 point and in the Arial font or similar font, as stated as follows:

Our Heroes' Tree® created by Stephanie Pickup and Marlene Lee

4. Program or event organizers are encouraged to share the information on the Facebook page Our Heroes' Tree Program.

Our Heroes' Tree logo (blue tree, gold star, red lettering, and service mark) and the tagline "Reflect, Remember, Rejoice" are used solely by Our Heroes' Tree and use or replication is not granted for the general public with two exceptions:

1. Our Heroes' Tree logo and tagline appear on each page of *Our Heroes' Tree Program Planning Guide*, and permission is granted to copy the *Planning Guide* for event planning and implementation.
2. Our Heroes' Tree logo appears on the Invitation poem for Our Heroes' Tree and permission is granted to embed the logo without alteration on the invitation.

Our Heroes' Tree is not responsible or liable for events, outcomes, media exposure, etc., associated with Our Heroes' Tree. Please be aware that Federal law obligates Trademark owners to monitor their marks and prevent the use of confusingly similar names by third parties.

*Permission is granted to reproduce this Program Planning Guide for use with
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We reserve the right to modify the Trademark and Logo Usage and the Guide at any time.
It is the user's responsibility to check for updates.*