



*Thank you  
for 10 years!*

**Our Heroes' Tree®**

*Reflect ~ Remember ~ Rejoice*

## **Our Heroes' Tree Program Planning Guide**

**Help grow Our Heroes' Tree into  
a virtual national forest of appreciation**

*Created by Stephanie Pickup and Marlene Lee*



Website:	<a href="http://www.ourheroestree.com">www.ourheroestree.com</a>
Twitter:	@ourheroestree
Facebook:	Our Heroes' Tree Program
Pinterest:	Our Heroes' Tree Program
Book sales:	Amazon.com Apple iBookstore, Barnes & Noble

*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®"



2014 – 10th Annual  
**OUR HEROES' TREE**  
**PROGRAM PLANNING GUIDE**  
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## THEMES

### *Reflect* ~ **START A TRADITION**

Decorate Our Heroes' Tree  
with American flags, yellow ribbon, white lights,  
and ornaments in honor of service members past and present

### *Remember* ~ **SHARE COMMUNITY SPIRIT**

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

### *Rejoice* ~ **TOGETHER IN PATRIOTIC PRIDE**

Host Our Heroes' Tree  
to promote patriotic pride, patriotic literacy, and community support

*Stephanie Pickup and Marlene Lee created Our Heroes' Tree®  
in 2005 to honor the service and sacrifice of our nation's military families*

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# PROGRAM OUTLINE

Suggested program duration: 1 to 2 hours

Variables: 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<br>Customize “Hero Pages” from <i>The Hero in My Pocket</i>  |
| 3:45 – 4:10 p.m. | Welcome (5 minutes)<br>Pledge of Allegiance (5 minutes)<br>Reading of Our Heroes' Tree poem (e-book) (10 minutes)<br>Patriotic song (group sing, 5 minutes)   |
| 4:10 – 4:45 p.m. | Incorporate themes of Reflect, Remember, Rejoice for dedication of Our Heroes' Tree <ul style="list-style-type: none"><li>★ Remarks from Host about sharing the bonds of service, separation, and sacrifice</li><li>★ Join in a moment of silence to remember those who are serving, those who have served, and those whose lives have been lost</li><li>★ Announcements and/or guest speaker</li><li>★ History comes alive as attendees share stories about the meaning of their ornament with other attendees</li></ul> |
| 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  |



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# CHECKLIST FOR SUCCESS

*Decorations*

## OUR HEROES' TREE & DECORATIONS

- \_\_\_ Our Heroes' Tree standard decoration configuration:
  - \_\_\_ Position two American flags at the 10:00 and 2:00 o'clock positions on upper tree branches.
  - \_\_\_ Place 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. in length. 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; and the creator of the decoration may wish to also write their name.
- \_\_\_ Help promote the program by offering templates for decorations.
- \_\_\_ Tree (consider asking a local merchant to donate or sponsor the tree), indoors or outdoors, paper tree on a wall, etc.
- \_\_\_ Tree holder, tree topper
- \_\_\_ Guestbook or scrapbook

*Featured in schools, military installations, events, and 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 for children who have lost a loved one who served in the military

Books are available via [www.amazon.com](http://www.amazon.com).

**\*\*Our Heroes' Tree – the e-book!\*\***

In addition to Amazon.com, *Our Heroes' Tree* e-book is available via Apple iBookstore, Barnes & Noble, and Sony.

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# CHECKLIST FOR SUCCESS

*Compliance, Budget, Time*

## TRADEMARK COMPLIANCE

- \_\_\_\_\_ Our Heroes' Tree is a registered Trademark of Our Heroes' Tree. Use the full name: Our Heroes' Tree. Refer to the Trademark page for full compliance.
- \_\_\_\_\_ Send an e-mail with the program or event host's name and event date to: heroprogram@gmail.com or share the information via the Facebook page: Our Heroes' Tree Program.
- \_\_\_\_\_ 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.

## PLANNING YOUR BUDGET

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

## PLANNING YOUR TIME

Factor group size, location, travel distances, and activities in planning Our Heroes' Tree. Consider a library, school, community center, or other venue prior to the program for activities: create ornaments, prepare photographs, read *The Soldier's Tree*, show *Our Heroes' Tree* e-book, draw "Hero Pages" from *The Hero in My Pocket*.

- \_\_\_\_\_ Location / Name and Address: \_\_\_\_\_
- \_\_\_\_\_ Date and Time: \_\_\_\_\_

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# CHECKLIST FOR SUCCESS

*Invitation, Engagement, Creativity*

## INVITATION & PUBLICITY

- \_\_\_ Remember to include in your invitation your organization's name, event date, time, location, and RSVP information
- \_\_\_ 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 – BE CREATIVE!

- \_\_\_ Engage the community based on the unique needs of your own community, and bridging the military and civilian communities, as appropriate.
- \_\_\_ Incorporate the program's themes of: *Reflect ~ Remember ~ Rejoice*
- \_\_\_ Be creative! Refer to the "Seeds of Creativity" here and on our website. Our Heroes' Tree stands for more than traditional seasonal holidays. 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
- \_\_\_ Can your group arrange a simulcast or videoconference with the deployed unit?
- \_\_\_ 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 helpful information.
- \_\_\_ Light refreshments

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# SEEDS OF CREATIVITY

Add your own creative flair to Our Heroes' Tree programming, like the hosts below have done. Share seeds of creativity via our social media!



- ★ **Veterans' Day parades** in Fairhaven, MA, feature Our Heroes' Tree to honor all generations of Veterans.
- ★ **McBride Elementary School, Ft. Benning, GA**, hosts Our Heroes' Tree as a permanent display of family and community unity.
- ★ **25<sup>th</sup> Infantry Division** families in Ft. Bliss, Texas, sweetly and proudly decorated Our Heroes' Tree for Valentine's Day on live trees outdoors.
- ★ **Purdue University's Military Family Research Institute (MFRI)** engaged community and military libraries to honor Veterans' Day with Our Heroes' Tree. MFRI created a resource guide, educational literature, posters, bookmarks, and a "Virtual Our Heroes' Tree."
- ★ **Veterans Administration Medical Center, Chicago, Palliative Care**, honors veterans, families, and staff with Our Heroes' Tree.
- ★ The **Governor of Rhode Island** hosts Our Heroes' Tree in the State Capitol in conjunction with the **Rhode Island National Guard**, and invites the public to participate.
- ★ **American Cancer Society, Relay for Life**, featured Our Heroes' Tree.
- ★ **Currituck (NC) BBQ Restaurant** dedicates Our Heroes' Tree to firefighters and police officers who dual-serve in the National Guard or Reserve.
- ★ **1<sup>st</sup> Armored Division** families decorated Our Heroes' Tree outdoors with 2,000 ornaments on 11 evergreen trees.
- ★ 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, 2<sup>nd</sup> graders voted on the cover for Our Heroes' Tree, the e-book.



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# COMMUNITY RESOURCES

Our Heroes' Tree®

Examples of community resources that support military-connected families are listed below.

- ★ **Armed Services YMCA**, specializes in supporting military families with recreation, education, and family programs. Website: [www.asymca.org](http://www.asymca.org)
- ★ **National Military Family Association**, Operation Purple camps bond campers who are all military-connected children. Website: [www.nmfa.org](http://www.nmfa.org)
- ★ **Homes for Our Troops**, builds specially-adapted homes for severely injured Veterans. Website: [www.homesforourtroops.org](http://www.homesforourtroops.org)
- ★ **Wounded Warrior Project**, offers programs and support to wounded warriors, caregivers, families, employers. Web: [ww.woundedwarriorproject.org](http://ww.woundedwarriorproject.org)
- ★ **Christmas Can Cure**, a unique program for families of wounded warriors to experience the magic of the season. Website: [www.christmascancure.org](http://www.christmascancure.org)
- ★ **Veterans of Foreign Wars**, keeps freedom alive through the generations who have served. Website: [www.vfw.org](http://www.vfw.org)
- ★ **Purdue University's Military Family Research Institute** offers practical information for Veterans, colleges, and employers. Web: [www.mfri.purdue.edu](http://www.mfri.purdue.edu)
- ★ **Arbor Day Foundation** promotes Tree City, USA, on and near military installations. Website: [www.arborday.org](http://www.arborday.org)
- ★ **Disabled Sports USA**, transforms the lives of service members through adaptive sports. Website: [www.dsusa.org](http://www.dsusa.org)
- ★ **Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury**, Children of Military Service Members Resource Guide. Free, online resource to help families and providers address children's health needs. Resources include *The Soldier's Tree* and *The Hero in My Pocket*. Website: <http://goo.gl/1gkXz>
- ★ **Your Suggestion?** \_\_\_\_\_

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# 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 introduces artist Chandler Dudley.

## Stephanie Pickup, Co-founder, Our Heroes' Tree

Stephanie Pickup helped her young children through her husband's two Army deployments overseas during the holidays; she also led an Army Family Readiness Group for more than two years.

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. Stephanie's charming story and colorful illustrations are sure to 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 Lee authored *The Hero in My Pocket*, an interactive and keepsake book for children (ages 6-12 years) affected by the loss of a service member.

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 [www.amazon.com](http://www.amazon.com).

*Our Heroes' Tree* e-book is available via Amazon.com, Apple iBookstore, Barnes & Noble, Sony, and Baker & Taylor.

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

Our Heroes' Tree®, a registered trademark of Our Heroes' Tree, LLC, began in 2005. 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), and
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, and
3. Program or event organizers send an e-mail stating the host name (organization, company, etc.) and date for Our Heroes' Tree program or event to: heroprogram@gmail.com or alternatively, share the information on the Facebook page Our Heroes' Tree Program, and
4. 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

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.

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