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## SAMPLE INFORMAL NEWSLETTER FOR EVENTS COMPANY

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### Trees Don't Grow On Money

Oh, wait - they do.

Do you think we should be doing more for our planet?

Are you willing to do something about it?

Let's plant some motherfucking trees!

### Plan Of Action

**Step 1:** Buy plants from indigenous nursery at the botanical gardens (17Oct)

**Step 2:** Go plant trees at Hella Hella (19Oct)

**Step 3:** Post video and photos to social media and share the crap out of it (25Oct)

**Step 4:** Check in with venue owners regarding growth of plants (Nov-Dec)

### For Our Brand

Taking video and photos of the process for OneLove's Facebook and Insta is daaamn good exposure. Video is the most viewed and shared medium on social media. We can get those likes and shares up AND create a "Connexion" to the venue. BOOM!

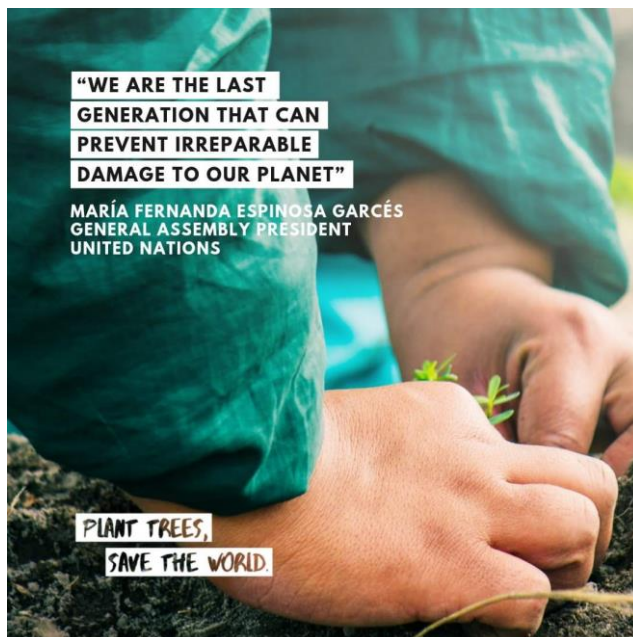


Figure 1 Source: Greenpop

### What We Need

»Donations from YOU, the crew«

If every person puts in a little, it goes a long way. This belongs to all of us. It's something we can be proud of. R50 isn't much, but it can make a difference here. These are the prices of the plants:

🌿 Fig R65

🌿 Wild Plum Harpephyllum caffrum R65

🌿 Natal Plum Carissa R55

🌿 White Stinkwood R50

🌿 Bush Willow R45

🌿 Soil Displacement Artisan R200

»Who's keen to get dirty, and who wants to film it?«

Be a star.

We need some footage of good-looking, charismatic humans planting these tree-puppies.

### You want in?

»Donations to be paid to Megan. (Deadline: 16 October)

»If you are keen to do some planting and be filmed, drop a message on the OneLove Productions group. (Deadline: 10 October)

We should be building a brand that stands for more than just throwing kickass parties, right? We've got THAT shit down! It's time to grow something bigger.

If anyone has suggestions on this project, let's hear it! 🌱