

## Evergreen

Reduce your membership engagement costs and your carbon foot print



### What is Evergreen?

We have teamed up to an exclusive partnership to provide trees to the NHS Forest. Evergreen has been designed to encourage members to communicate by email rather than by paper. The cost by paper has increased year on year and 2012 has seen unprecedented increases in postal costs as well as VAT being applied to outgoing mail items.

### Benefits

This unique approach will not only benefit the environment but will also:

- provide an additional reason for the public to become members
- allow you to make significant, long term cost savings as the price of future member correspondence will reduce
- be a great PR opportunity, further raising awareness of your organisation and Foundation Trust application within the community
- reduce your need for artificial heating and cooling, as planting trees around buildings is a proven method for reducing demand
- decrease the likelihood of flooding and erosion, and improve water quality.

### How does Evergreen work?

Trees are planted in exchange of members changing their communications preferences. The trees can then be placed within your site(s) or in a local park, school or within the NHS Forest. We will source the land where the trees are to be planted and send email certificates to all members who sign up in this way. A tree planting season is between November and March, where there is an opportunity for your Trust to invite some of these members to a "tree planting event."

"Evergreen is both a unique and exciting method for the Trust to reduce its membership engagement costs and make a positive impact on its carbon footprint. By freeing up valuable budget, the Trust has been able to focus its attention on continuing to build its membership base and target funding towards truly engaging with its members through other innovative means. Not only does it benefit the Trust but the concept has been embraced by members who are actively converting to electronic communications."

*Trust Board Secretary, Royal United Hospital Bath NHS Trust*

### Find out more

Visit [www.capitahealthandwellbeing.co.uk](http://www.capitahealthandwellbeing.co.uk) or email us at: [membershipservices@capita.co.uk](mailto:membershipservices@capita.co.uk) or call 07771 901589.

