



SUPPORT NALP'S GROWTH AGENDA

GROW THE WORKFORCE
GROW THE INDUSTRY
GROW YOUR BUSINESS

While the landscape industry is diverse, the primary needs of its professionals are not — landscape operators need employees and businesses need to grow. NALP understands these needs and has responded with its forward-looking growth agenda.

Through its Foundation and the Industry Growth Initiative, NALP is working to grow the industry and its workforce by strengthening Americans' appreciation of outdoor spaces where they live, work and play. We want to show the public what we already know — that life and life's work — are best enjoyed outdoors! Join us to...

Grow the Workforce

We are igniting passion in men and women to work in our industry by:

- Creating a career-focused website speaking to students, career changers, veterans and others with excellent workforce potential
- Launching a job board
- Producing videos that showcase career opportunities
- Bringing attention to industry careers through advertising and active social media outreach
- Sponsoring content about industry career opportunities in business media outlets
- Engaging in an active media relations campaign and providing content to workforce publications
- Providing employee recruitment materials
- Awarding scholarships

Grow the Industry

We are demonstrating the environmental, financial, and enjoyment value of healthy lawns and outdoor living spaces by:

- Securing media coverage about the industry and its value in print, broadcast and online outlets, building on the 200 million + impressions we have earned over the past year
- Protecting the industry's reputation when activists attempt to speak for us
- Conducting a satellite media tour to bring industry messaging into homes across America
- Increasing our social media presence
- Creating videos for online use that reinforce the expertise offered by industry professionals and NALP's position as a trusted industry expert
- Placing articles in magazines targeted at business owners in various vertical markets
- Conducting industry research to better understand consumers' needs



Benefits of Support

The primary reason to support NALP's growth agenda is that its efforts will grow the industry and grow the pool of men and women seeking careers in the field. And while the results will be reason enough for your company to support the program, we are offering additional thanks to those who support our work by providing additional benefits. Companies who invest in the program will enjoy benefits such as:

- Customizable videos to support employee recruitment
- Enhanced listings on NALP's job board
- Customizable industry promotional videos
- Toolkit of ready-to-use articles for customer newsletters and blogs and customizable press releases
- Suggested social media posts, pins, and Tweets
- Access to exclusive industry research on consumer attitudes and buying behaviors
- Enhanced listing on NALP's Find-a-Pro website, making your company more visible to potential customers
- Recognition within the Industry

Grow Your Business

The competition for workers is tough. The space to tell the industry's story is crowded. Countless other industries have banded together to solve their biggest challenges and their messages are resonating. We need our voice — about the benefits of the professional landscape industry — to rise above all those seeking the public's attention. Join us to ensure our messaging reaches and resonates with aspiring landscape professionals so we can grow the workforce and promote and protect our industry's reputation and value to the business-buying public. NALP's unified growth agenda will grow the industry and your business.

YES, I Support Industry Growth!

Company Name _____

Contact's Name _____

Email _____

Phone Number _____

Annual Donation Levels

- \$1,000 \$5,000 \$10,000 \$25,000 \$50,000 \$100,000
- 6 Figure Growth Club – for those who make the most significant corporate investment in the future of the industry
- Other: \$ _____

NALP appreciates your generous donation. The greater our resources, the greater good we can do for the industry.

Please invest our pledge in:

Ways that support both workforce development and industry growth.

- Workforce Development
- Public Relations to Grow and Protect the Industry
- Industry Research
- Scholarships, Grants and Other Academic Enhancements

NALP and the NALP Foundation encourage donors to designate their funds to support the entire growth agenda (workforce development and public relations) as the activities work in concert with one another; however, donors may designate funds to project areas they feel are most important to their business.

Please return completed forms to:

- Foundation@landscapeprofessionals.org
- NALP Foundation
950 Herndon Parkway, Suite 450, Herndon, VA 20170
- Questions? (800) 395.2522

- Check is enclosed
- Please invoice: ___ Quarterly ___ Annually
- Please charge my credit card: ___ Quarterly ___ Annually
___ Visa ___ MC ___ Amex ___ Discover

Credit Card Info

Credit Card # _____

Exp. Date _____

Name on Card _____

Credit Card Billing Address

Address _____

City _____ State _____ Zip _____

I hereby certify that I have not received any benefit, goods, or services in consideration of this gift, nor has anyone related to me.

Signature _____

Printed Name _____ Date _____

The Foundation is a 501(c)3 organization and gifts are tax deductible to the extent of the law.