

**ROOTS  
DOWN**

Supporting the

**Fruitful  
Communities**

Initiative '22



*a little bit*  
**about us.**

## **Better landscapes for a greener future.**

*We're growing more Fruitful  
Communities by revolutionizing  
the landscaping industry.*

We teach everyday people,  
landscapers, and large  
organizations how to turn lawns  
and vacant lots into Productive  
Urban Landscapes that fight  
climate change, create green  
jobs, and feed people.

**This**  
**LIBRARY**  
**feeds**  
**people.**



LEARN MORE



[rootsdownga.com/projects](https://rootsdownga.com/projects)



## What we do.

*Whether you're an eco-conscious teenager, young adult looking to join the green jobs revolution, or a homeowner with an interest in ecological landscaping, there is somewhere for everyone at Roots Down.*

We've developed community-based education and activation programs that help bring people together, educate future land stewards, and grow capacity within local government and corporations to build and maintain Productive Urban Landscapes.



# DEKALB COUNTY PUBLIC LIBRARY CLARKSTON BRANCH



*our*  
**programs.**



# The Grower Program.

*Training and education for 21st century landscaping.*

## Overview

*Our flagship program is the Grower Program, a 1-day certificate course for landscapers that strengthens and enriches the ecological landscaping concept within the landscaping community.*

During this 1-day course, students will learn:

- What a Productive Urban Landscape is
- How to care for and maintain this landscaping paradigm
- How they fit in, and benefits these landscapes provide them

## Who should take it

The Grower Program is open to anyone interested in learning more about maintaining ecological landscapes. This includes:

- Existing landscapers
- Prospective landscapers
- Hobbyist Growers
- Librarians and teachers

## Structure

The Grower Program is a mixture of classroom instruction and hands-on learning, in partnership with Georgia Piedmont Technical College.



# GreenHive Leadership Program.

*Growing the next generation of eco-conscious leaders.*

## Overview

*GreenHive Leadership Program is a 10-week paid leadership and community organizing fellowship for 18-22 year olds.*

Through weekly training sessions and a final capstone project, eco-conscious scholars will get hands-on experience designing and building food forests, gardens, and pollinator habitats, while working side-by-side with other young adults to engage the community and gain crucial leadership skills.

## Who should take it

The GreenHive Leadership Program is open to anyone 18-22 years old in the Metro ATL area.

## Structure

The GLP is a mixture of in-person and online weekly meetings and asymmetric learning. At the end of the program, GreenHive Leaders have the chance to pitch their Legacy Project to school administrators and government officials.



**ROOTS  
DOWN**

*Where you  
fit in!*



# Sponsor the Grower Program.

*We're building an ecosystem of eco-conscious people and orgs, dedicated to revolutionizing America's landscapes.*

*Come on and join the fun!*

## What you get.

*Help train the next generation of land stewards by sponsoring a Grower Program cohort.*

- 5-minute presentation during class
- Listing on the cohort landing page
- Organization profile on the Roots Down blog
- 1 podcast ad, or guest spot
- 2 sponsored posts on all social channels
- 3 Roots Down tee-shirts
- 3 Premium Memberships (1 year)





# Sponsor the GreenHive Leadership Program.

*Support the educational advancement of a promising young leader by sponsoring a GreenHive Leader.*

## What you get.

*\$1250 of your sponsorship is passed through to the GreenHive Leader as a stipend for participating.*

- 5-minute presentation during class
- Listing on the cohort landing page
- Organization profile on the Roots Down blog
- 1 podcast ad, or guest spot
- 2 sponsored posts on all social channels
- 3 Roots Down tee-shirts
- 3 Premium Membership (1 year)
- 2 tickets to the GLP graduation event.



# Roots Down by the numbers.

*With both consumer and business clients, Roots Down is great opportunity for your brand to get in front of our growing audience of eco-conscious members.*

**1100**

Newsletter  
subscribers

**47%**

Avg. open rate.

**3100**

Total social network

**3500**

Avg. website  
pageviews

# *Which should you sponsor?*

## **The Grower Program.**

- Landscaping equipment manufacturers
- Non-lawn care landscaping services
- Home & garden retailers
- Nurseries
- Mulch and stone providers
- Landscape architects

## **GreenHive Leadership.**

- Consumer brands targeting 18-24 year olds
- Sustainability brands
- Colleges and universities
- Recruiters

# ROOTS DOWN

## Contact

**Jamie Rosenthal**  
*Chief Executive Officer*

**[jamie@rootsdownga.com](mailto:jamie@rootsdownga.com)**  
**(770) 617-8403**