

**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



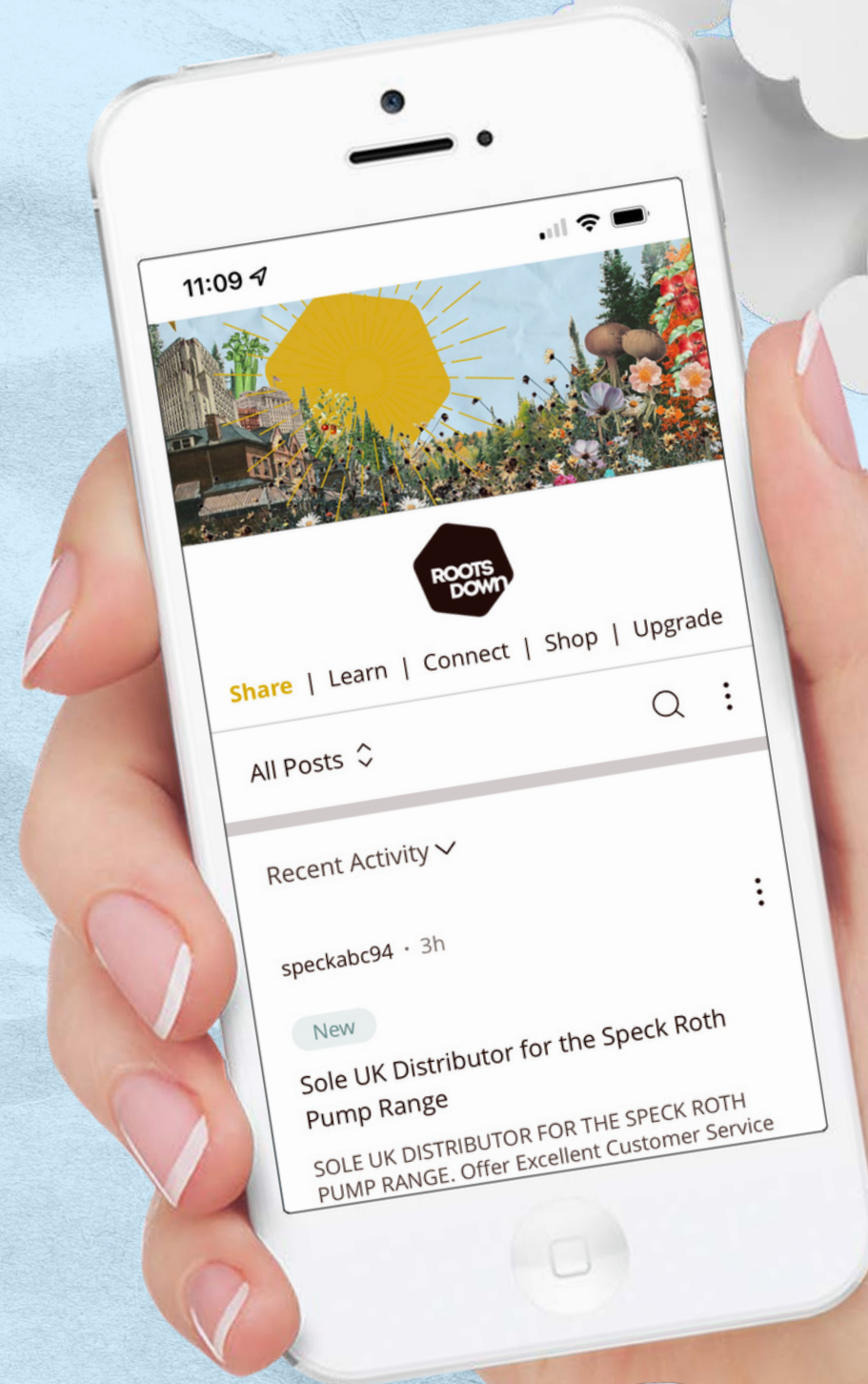
What we do.

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.



the app



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!*



Digital Promotion Package

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 us grow more Fruitful Communities and get your brand in front of eco-conscious consumers.

- 1 sponsored blog
- 2 ads in weekly newsletter
- 1 podcast ad, or guest spot
- 2 sponsored posts on all social channels
- 1 Roots Down tee-shirts
- 1 Premium Membership (1 year)



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**

ROOTS DOWN

Contact

Tres Crow

Chief Marketing Officer

tres@rootsdownga.com

(734) 649-7298