



ELEVATOR PITCH

Use this messaging to set up future meetings.

START WITH ONE STATEMENT

The Georgia Forestry Foundation educates Georgians about working forests as a natural solution to our state and nation's greatest challenges to our environment and economy.

CUSTOMIZE BASED ON THE AUDIENCE

FOR FORESTRY & CONSERVATION AUDIENCES

For more than a century, the story of forestry has not really resonated with (or been told to) people outside of our community.

Today, more than 75% of our state's population lives in urban and suburban areas of our state. To ensure the long term sustainability of our forests, we must make the connection between working forests and the benefits they provide. GFF seeks to educate and engage Georgians with the story of working forests and capitalize on our most important opportunities to capture carbon, filter water, provide wildlife habitat, create jobs and build sustainable communities.

FOR URBAN & SUBURBAN AUDIENCES

Clean air, clean water, good paying jobs, and sustainable products are critical to our future. We want to partner with you to address the issues we both care about.

GFF partners with others to educate and engage Georgians about our most important opportunity to capture carbon, filter water, provide wildlife habitat, and create jobs. We welcome the chance to share with you and others one of the most urgent opportunities we have to ensure the economic and environmental sustainability of our state.

CAN YOU SHARE MORE? TURN OVER



TALK ABOUT GFF'S WORK

Use this messaging support longer emails, letters or memos about the work of the Foundation.

WHEN WORKING FORESTS SUCCEED, WE ALL BENEFIT

Working forests serve every aspect of our life – cleaning the air we breathe and the water we drink, providing critical wildlife habitat, supplying renewable and recyclable products, and building sustainable communities where we live, work and play.

The Georgia Forestry Foundation brings together the best thinkers, educators, innovators and forestry leaders to maximize the potential of our forests in answering the defining issues of our generation. GFF's work focuses on three primary areas.

- 1. EDUCATION: Providing immersive educational experiences that connect youth and adults to our forests.** More than 7,000 teachers have been trained to use GFF's digital forestry curriculum to connect kids to the nature and forestry without leaving the classroom.
- 2. ENVIRONMENT: Driving long-term forest conservation by advancing markets for carbon sequestration and clean drinking water.** GFF is leading efforts to maximize working forests as a solution to absorbing more than 21% of the state's emissions from fossil fuel use and providing clean water to 56% of the population.
- 3. ECONOMY: Leading research and coalitions to promote the use of forest products while reducing waste in the supply chain and encouraging forest conservation.** GFF is conducting research to attract more Georgians to opportunities for good paying jobs in forestry, which is the state's second largest industry in terms of wages and salaries.

Join us in creating a sustainable tomorrow, today. Visit www.gffgrow.org to donate and learn more.