



NATIONAL ASSOCIATION OF STATE FORESTERS

Centennial Challenge

The NASF Centennial Challenge will honor the tremendous social, environmental, and economic contributions state forestry agencies have made nationwide by spotlighting their efforts regularly throughout the year-long campaign.

100 Centennial Challenges. Each state forester has agreed to appoint a person in their state to plan, complete, and document a "100"-themed forestry event/program/initiative (referred to as a "challenge") commemorating 100 years of state forestry **between NASF's September 2019 Annual Meeting and its September 2020 Annual Meeting**. Centennial Challenges may vary dramatically in scale and scope from state to state.

Coordination. NASF will provide coordination and resources (talking points, press release templates, proclamation templates, and customizable social media posts) among the states' point persons to ensure that challenges are successful and fully documented. This coordinator will also maintain a schedule of challenges (not unlike a schedule of events) and develop a toolkit to ensure each state has the necessary capacity to promote and carry out their challenges.

Online Event Clearinghouse. The NASF communications director will develop and manage an online clearing house for information surrounding the campaign, including an interactive event map detailing each state's chosen Centennial Challenge.

Branding and Story Sharing. To facilitate branding, a Centennial Challenge logo and hashtag will be prepared and promulgated leading up to the NASF 2019 Annual Meeting in Asheville. The state's challenges will be promoted on social media and through NASF publications, including the NASF annual report for 2020, which will take a deep dive into our 100-year history.

Giveaways. A Centennial Challenge-branded product, such as a sticker or decal, will be available for purchase through NASF's store.

Culminating projects. As part of the Centennial Celebration, NASF will host a release party for the reimaged State Tree Collection at the National Arboretum (slated for March 2020) and publish a standalone report (or book) on the legacy and future of NASF.

Frequently Asked Questions, Answered

What will my state be asked to do?

NASF will do all the heavy lifting by providing the necessary branding, content, and coordination. But for the 2020 Centennial Challenge to be successful, we need all 59 state and territorial foresters to commit to **appointing a point person for their state's challenge by May 1, 2019.**

This point person will be in charge of distributing (and customizing as desired) NASF-provided content for celebrating the Centennial (including, but not limited to, social media posts, press releases, and talking points). The state point person will also pick a date for, plan, implement, and report on a 100-themed challenge in their respective state.

When does the Centennial Challenge start? And when does it end?

For state foresters, planning for the Centennial Challenge effectively starts May 1, 2019. Individual challenges will be held/celebrated between the NASF Annual Meeting in September 2019 and the NASF Annual Meeting in September 2020.

For all state forestry agencies, any and all work/responsibility associated with the Centennial Celebration will end following the completion and report of their challenge.

Will people be able to distinguish between my state agency's recent centennial and the NASF Centennial?

The Centennial Challenge will be clearly defined with branding as a celebration of state foresters' shared achievements made possible through NASF and the collaborative framework it provides for coordinated efforts like wildfire suppression.

Can my state agency partner with another organization and still participate?

Absolutely! Partnerships are not only acceptable, but encouraged.