



Forest Allies

Communication toolkit for members

November 2020



The Rainforest Alliance has formed **Forest Allies**, our community of practice focused on the protection, restoration, and responsible management of tropical forests.



Photo: Sergio Izquierdo

With our community of practice, we want to contribute to:

1. Maintaining and restoring forests and biodiversity
2. Implementing sustainable forest management
3. Supporting forest communities in adapting to climate change
4. Empowering forest communities at scale
5. Improving livelihoods for foresters and their families



How can you communicate about Forest Allies?



Communications Toolkit

On the next slides you will find resources to help you communicate your membership in Forest Allies.

We offer [sample copy](#), [photo](#), and [video b-roll](#) assets that can be used for your communications. Feel free to use these as you see fit; simply copy and paste, adjust to better fit your needs, or build your own messaging based on the content in this slide deck.

For more guidance on communicating about your work with Forest Allies and the Rainforest Alliance, check our [other resources](#).

Please remember to submit all communications for review to marketing@ra.org.

*Please note that Forest Allies should be referred to as an "***initiative***" or "***community of practice***," not a program.

Sample Copy

- Forest Allies is a coalition of company and forest community partners focused on protecting forests and building strong local economies
www.rainforest-alliance.org/business/forest-allies/
- Forest Allies is a community of practice focused on protecting, restoring, and enabling responsible management of tropical forests. Together, we build unique partnerships between industry leaders and local forest communities in critical landscapes. Through Forest Allies, **[Company/brand]** aims to go further with our sustainability commitments to have a greater impact on forests within—and beyond—our supply chain. www.rainforest-alliance.org/business/forest-allies/

Sample Copy (cont.)

- **[Company/brand]** has joined the critical work of Forest Allies to have a positive impact on tropical forests and their communities. www.rainforest-alliance.org/business/forest-allies/
- The best guardians of the forest are those who make their living from it. Through Forest Allies, **[company/brand]**, other business partners, and forest community representatives come together to protect forests and build strong local economies. www.rainforest-alliance.org/business/forest-allies/

Sample Copy – Social media

- **IG:** We are thrilled to join #ForestAllies, the @RainforestAlliance's new coalition to protect forests and build strong local economies. This critical work will allow us to have a positive impact on tropical forests and their communities. Learn more: <https://bit.ly/2Lq1VQ1> #RainforestAlliance #WeThriveTogether
- **FB:** We are thrilled to join #ForestAllies, the Rainforest Alliance's new coalition to protect forests and build strong local economies. This critical work will allow us to have a positive impact on tropical forests and their communities. Learn more: <https://bit.ly/37N4MKi>
- **TW:** We are thrilled to join #ForestAllies, a @RnfrstAlliance coalition to protect tropical forests and their communities. Learn more: <https://bit.ly/2K52YUO> #RainforestAlliance #WeThriveTogether
- **LI:** We are thrilled to join #ForestAllies, the Rainforest Alliance's new coalition to protect forests and build strong local economies. This critical work will allow us to have a positive impact on tropical forests and their communities. Learn more: <https://bit.ly/3qEzKNb> #RainforestAlliance #WeThriveTogether

www.facebook.com/RainforestAlliance
www.instagram.com/rainforestalliance/
www.twitter.com/RnfrstAlliance
www.linkedin.com/company/rainforest-alliance
#RainforestAlliance #ForestAllies #WeThriveTogether



Photos

Photos

- Here is a selection of [photos](#) for company partners to browse and download.
- Please be sure to credit the Rainforest Alliance **AND** photographer when required in the photo description.



Video B-Roll



Video B-Roll

- Here is a selection of [video b-roll](#) for company partners to browse and download.
- Please be sure to credit the Rainforest Alliance if using any footage and submit all communications for review to marketing@ra.org prior to publication.

Other Useful Resources

Other Useful Resources

- **Forest Allies main page**
www.rainforest-alliance.org/business/forest-allies/
- **How our Community of Practice Collaborates**
<https://www.rainforest-alliance.org/business/forest-allies/how-our-forest-allies-community-of-practice-collaborates/>
- **Our Focus on Integrated Community Forest Management**
<https://www.rainforest-alliance.org/business/forest-allies/our-focus-on-integrated-community-forest-management/>
- **Membership Benefits & Responsibilities**
<https://www.rainforest-alliance.org/business/forest-allies/forest-allies-member-responsibilities-benefits/>
- **Forest Allies: Join Our Community of Practice (One-sheet)**
<https://www.rainforest-alliance.org/business/resource-item/forest-allies-community-of-practice/>

Other Useful Resources (cont.)

- **Rainforest Alliance general messaging templates**
<https://www.rainforest-alliance.org/business/marketing-sustainability/rainforest-alliance-messaging-templates/>
- **Labeling and Trademarks Policy**
<https://www.rainforest-alliance.org/business/resource-item/rainforest-alliance-2020-labeling-and-trademarks-policy/>
- **Using Our Logo and Seal**
<https://www.rainforest-alliance.org/business/marketing-sustainability/using-our-logo-and-seal/>
- **Email us**
Forests@ra.org



**RAINFOREST
ALLIANCE**

rainforest-alliance.org

The Rainforest Alliance is creating a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities.