



Essential Assets for Forest Therapy Guide Partnerships

Essential Credentials & Identity

1. Professional bio highlighting certification, training, and experience
2. Professional headshot for proposals and marketing
3. Professional email address
4. Certificate of insurance
5. Wilderness First Aid certificate

Critical Marketing Materials

4. One-page overview of your forest therapy services and benefits
5. Sample session outline showing what participants experience
6. Small collection of testimonials from previous participants
7. Script

Key Business Documents

7. Pricing structure with partnership options clearly defined
8. Partnership proposal template that can be customized per organization
9. Simple partnership agreement template outlining responsibilities

Program Implementation Essentials

11. Participant waiver form
12. Post-session feedback form to gather evidence of impact
13. Site assessment checklist for evaluating potential locations

Digital Necessities (as needed)

14. Basic website or social media presence demonstrating your work
15. Electronic payment capability



Comprehensive Assets for Forest Therapy Guide Partnerships

Here's a comprehensive list of assets, documents, and supporting materials a forest therapy guide would need when pursuing organizational partnerships:

Professional Credentials & Identity

1. **Professional biography/resume** highlighting relevant training, certification, and experience
2. **Professional headshot** for marketing materials and proposals
3. **Business cards** with contact information and professional branding
4. **Professional email address** with a domain related to your practice
5. **Website or landing page** showcasing your services and philosophy
6. **Social media profiles** demonstrating your work and engagement

Marketing & Presentation Materials

7. **Introductory slide deck** (5-10 slides explaining forest therapy and your offerings)
8. **Brochure or one-pager** summarizing forest therapy benefits and your services
9. **Video introduction** showing you guiding a session (1-2 minutes)
10. **Photo library** of appropriate forest therapy locations and sessions
11. **Sample itineraries** for different session lengths (60-min, 90-min, half-day)
12. **Testimonial collection** from past participants and partners
13. **Case studies** of successful partnerships or programs

Scientific & Educational Resources

14. **Research summary** of forest therapy health benefits with citations
15. **Infographic** visualizing key benefits and outcomes
16. **FAQs document** addressing common questions and concerns
17. **Safety protocols document** explaining risk management approaches
18. **Seasonal programming guide** showing year-round possibilities



Business & Legal Documents

19. **Service menu with clear descriptions and pricing options**
20. **Partnership proposal template** adaptable to different organizations
21. **Sample partnership agreement** outlining responsibilities and terms
22. **Certificate of insurance** (liability coverage for guiding activities)
23. **Business license and relevant permits**
24. **Invoice template** with professional formatting

Program Implementation Tools

26. **Site assessment checklist** for evaluating potential locations
27. **Participant waiver form** for legal protection
28. **Pre-session questionnaire** to understand participant needs
29. **Post-session evaluation form** to gather feedback
30. **Emergency procedures document** with local emergency contacts
31. **Accessibility information** detailing trail conditions and accommodations
32. **Weather contingency plans** for different scenarios

Follow-up & Relationship Building Tools

33. **Thank you note templates** for after meetings and events
34. **Quarterly newsletter template** for staying connected with partners
35. **Impact report template** for sharing program outcomes
36. **Partnership renewal proposal** for extending successful relationships
37. **Referral request template** for expanding your network
38. **Calendar of relevant community events** for networking opportunities

Digital Tools & Resources

39. **Registration system** to manage participant sign-ups
40. **Electronic payment processing capability**
41. **Digital scheduling tool** for booking sessions and meetings
42. **Contact management system** for tracking partnership communications
43. **File sharing system** for exchanging documents with partners



Marketing Collateral

- 44. **Poster templates** for promotional use by partner organizations
- 45. **Email announcement templates** for program marketing
- 46. **Social media graphics package** partners can use to promote events
- 47. **Press release template** for new partnership announcements
- 48. **Co-branding guidelines** for partnership marketing materials

By preparing these materials in advance, a forest therapy guide will appear professional, credible, and ready to engage in meaningful partnerships. Many of these items can be created once and then customized for each potential partner, saving time while maintaining a professional presentation.