Openlands Simplifies Volunteer Coordination with Map-Based Tools

Custom Tree Maps That Empower Partners and Streamline Events
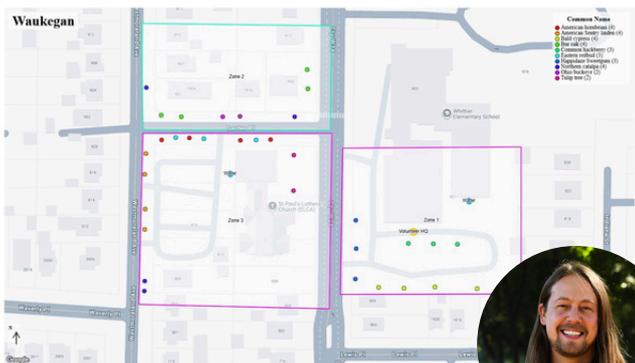
Planting Trees at Scale Together

Since 1963, Openlands has been a cornerstone of urban greening in the Chicago region. With over 9,000 trees planted and a mission rooted in community and conservation, the nonprofit leads with partnership, working hand-in-hand with cities, neighborhoods, and the thousands of volunteers trained through its TreeKeepers program. But organizing large-scale planting events with multiple stakeholders? That's a different kind of challenge.

The Challenge

Coordination at Scale

When planting days bring together city crews, local nonprofits, and dozens of volunteers, everyone needs to be on the same page, literally.

In the past, creating and sharing maps to show planting zones and assignments was slow, manual, and error-prone. One wrong address or outdated file could mean confusion in the field, delayed start times, and frustrated volunteers.

Planting Day Lead: Tony (312) 863 6280
Bathrooms are available in the school and church

Simplified Volunteer Coordination:

"Creating a custom map has become an essential part of preparing for every single planting day. It helps usvisualize the flow of the day and provides absolute clarity to our volunteer group leaders who will be seeing the site for the very first time on the morning of the planting."

-Tom Ebeling, Senior Forestry Program Manager, Openlands

The Solution

Custom Maps in Clicks

With the "Print Map" feature in TreePlotter™ INVENTORY, Openlands can now generate clean, clear, up-to-date maps for every event in just a few clicks. Staff create tailored maps that show:
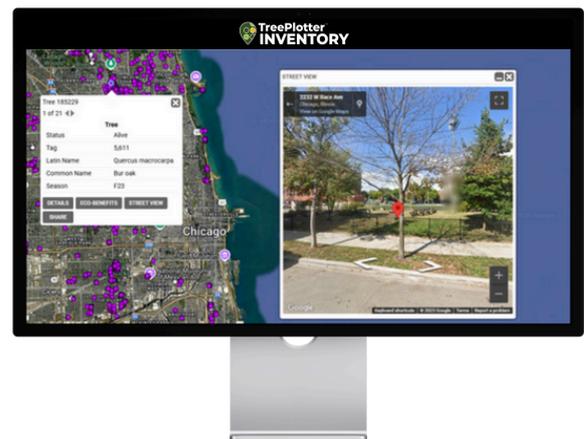
- Tree locations by type or status
- Partner-specific planting zones
- Clear boundaries for volunteer groups

Maps are ready to distribute before events begin; no last-minute changes, no ambiguity.

The Impact

These simple, customized maps are more than just documents; they're tools for better coordination and stronger partnerships. The results speak for themselves:

- Faster prep and fewer mistakes

- Smoother volunteer experiences

- Stronger relationships with 2,200+ trained partners citywide

- A reputation as the go-to urban forestry partner in Chicago

See TreePlotter in Action

Want to simplify how you engage partners and organize volunteers? See how Openlands and other leaders are using TreePlotter to plan smarter and grow greener. Learn More About TreePlotter™ INVENTORY