

PlantNebraska FAQ

Affiliate Sites



Why is the Nebraska Statewide Arboretum changing its name?

As our mission and network have grown, our previous name didn't fully capture who we are today. PlantNebraska highlights our statewide network and makes our mission clear, inviting more people to support and participate.

What does PlantNebraska mean?

It's both a name *and* a call to action. PlantNebraska celebrates Nebraska's roots and invites everyone to plant, care for and learn from gardens and trees across the state.

What will change for affiliate sites?

- You'll notice a new name, logo and website, but your programs, support and network connections will remain the same. PlantNebraska strengthens our statewide identity and helps amplify your efforts.
- You'll receive updated signage with the new branding.
- You'll remain part of the same trusted statewide network, with programs, resources and support unchanged.

How does the name change benefit affiliate sites?

- Our new name strengthens our collective statewide identity.
- It makes it easier for new volunteers, members and donors to connect with your work.
- It amplifies shared successes and lessons across the network.
- It supports long-term sustainability and growth of your gardens and arboretums.

Will programs or funding priorities change?

No. All programs, grants and resources available to affiliates remain the same. The rebrand helps ensure these programs will reach more people and have greater impact.

How can affiliates explain this change to others?

Here are some talking points for you:

- "The Nebraska Statewide Arboretum is rebranding as PlantNebraska. It's the same trusted organization with a fresh, modern identity that helps us inspire the next generation of environmental stewards."
- "PlantNebraska is about more than plants—it's about people coming together to grow a greener, healthier, more resilient Nebraska."

How can affiliates support the transition?

- Display new signage proudly.
- Use PlantNebraska branding in your materials and events.
- Share the news with your volunteers and community.
- Starting October 29, use PlantNebraska when talking about your garden or arboretum.
- Encourage your visitors to explore and engage with PlantNebraska sites.

Thank you for helping us plant Nebraska!

