

PlantNebraska FAQ

Grant Partners & Municipalities



Why is the Nebraska Statewide Arboretum changing its name?

Our mission and programs have grown beyond what the original name could convey. PlantNebraska better communicates who we are today—an organization that connects people across the state through trees, gardens and green spaces. It's welcoming, memorable and inspires action.

What does PlantNebraska mean?

PlantNebraska is both a name *and* a call to action. It celebrates our roots in Nebraska while inviting people of all ages to take part in planting, caring for and protecting the landscapes that sustain us.

What will change?

You'll see a new name, logo, website and fresh look. What won't change is our mission: we plant Nebraska for healthy people, vibrant communities and a resilient environment. Our programs, staff, resources and statewide network of arboretums and public gardens remain the same.

Are you completing a legal name change?

No. We will maintain Nebraska Statewide Arboretum, Inc. as our official business name. Our EIN and UEI will stay the same. We will complete a "Doing Business As" (DBA) on October 29 and can provide proof of filing upon request.

When will the change happen?

- October 28, 2025: Sneak peek at our Plants & Pints event and personalized email announcements.
- October 29, 2025: PlantNebraska goes live on our website and social media.
- January 2026: Public and press launch.

How does this rebrand benefit the organization?

- Our new name strengthens our identity and statewide visibility.
- It positions us to engage a younger, more diverse audience.
- It makes it easier for people to connect with our mission at first glance.
- It enhances our ability to attract donors, sponsors and community partners.



How does this impact donors, sponsors and partners?

Your investments and support go even further. PlantNebraska provides a stronger platform for recognition, storytelling and community engagement—making your impact more visible and lasting.



Will programs or funding priorities change?

No. Our programs, grants and resources remain the same.

The rebrand helps ensure these programs reach more people and have greater impact.



We have received funding from the Nebraska Statewide Arboretum; do we need to change anything?

We ask that you change our name, logo, and links referenced on your digital resources and webpages. We are not asking you to reprint any existing physical resources, flyers, or signage. Any future printed resources and signage (or natural updates to existing materials) should include our new name and logo.

No changes need to be made to current grant agreements.

How can I explain this name change to others?

Here is some language you can use to explain the change:

- “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 I support the transition?

- Share the news with pride!
- Use PlantNebraska in conversations and on social media starting October 29, 2025.
- Encourage others to get involved—whether by becoming members, volunteering or donating.

Thank you for helping us plant Nebraska!

