

A small living tradition for Easter weekend.

For dioceses, parishes, church trusts, faith land trusts, and individual ministers, priests, rabbis and imams.

A new annual British tradition. Households bring home a small blossom tree in Lent, decorate it through Holy Week, and plant it on Easter Sunday or any day in the week after. First national weekend: 26–28 March 2027.

Easter Trees is open to people of every faith and none. But it sits across Lent and Easter Sunday, and the parallel between a small living thing dwelt with, planted, and returned to is one some communities may want to draw. We're not asking you to preach it. We're asking whether it's useful.

Founded April 2026 by Tara Button (CEO of Buy Me Once, Co-Founder of Beagle — a Certified B-Corp). Easter Trees Community Interest Company, registered no. **17188547**.

12:24

"Truly, truly, I say to you, unless a grain of wheat falls into the earth and dies, it remains alone; but if it dies, it bears much fruit." — John 12:24. A small living thing comes home in Lent, is dwelt with, planted on Easter Sunday, and found alive every spring after. The parallel is yours to draw or not.

WHAT WE'D ASK

- **Mention it to your congregation** in the run-up to Easter 2027 — a pew-sheet line, a sentence in announcements.
- **If you have a churchyard, manse garden, or church field**, consider hosting one Easter Sunday planting (or any day in the week after).
- **Faith Partner Pack input** — we're publishing one in July 2026 (sermon outline, blessing prayer, churchwarden FAQ, suitability checklist). Tell us what's missing.
- **Tell us afterwards** what worked and what didn't.

WHAT WE'D OFFER BACK

- **The campaign itself** — calendar-anchored, free, gentle, low-admin.
- **Faith Partner Pack** in July 2026, free.
- **A named regional contact** ahead of your autumn PCC.
- **Public credit** without doctrinal claim — we don't preach back at you.
- **Founder access** — Tara directly, not via an agency.

Honest about what we are. Easter Trees is a registered Community Interest Company, not a faith organisation. We're not seeking endorsement, and we're not asking you to make a theological claim on our behalf. Faculty consent and DAC approval (or your tradition's equivalent) are your responsibility for any churchyard or church-grounds work; we don't speed that up. The campaign hopes to be useful to faith communities — if you preach the parallel, preach it as your own.

Year One roadmap

MAY – JUNE 2026	Species and sourcing standards published.
JULY 2026	Faith Partner Pack live (sermon outline, blessing prayer, churchwarden FAQ, suitability checklist).
SEPTEMBER 2026	Autumn PCC / synodal / vestry review window. Demand data shared.
OCTOBER 2026	Pew-sheet drafts and planting-day plans confirmed with anchor parishes.
26 – 28 MARCH 2027	First national Easter Trees weekend.

What to do now

Book a 15-minute call: calendly.com/tarabutton/15min

Or email Tara directly: tara@eastertrees.com

Or read the longer scripture-facing companion at eastertrees.com/for-ministers.