



# Earth Day: Protect Our Pollinators Toolkit

## 2020

*Celebrate with us  
April 22, 2020!*

**POLLINATOR  
PARTNERSHIP**

Welcome to the official **2020 Earth Day Toolkit!** Utilize these resources to help you celebrate and promote your involvement in this year's Earth's Day (**April 22, 2020**). Additional information can be found at <https://www.earthday.org/earth-day-2020/> or by contacting Pollinator Partnership at [info@pollinator.org](mailto:info@pollinator.org).

## ACTIVITY IDEAS

There are countless ways to celebrate:

- Encourage your Governor to sign a proclamation in support of Pollinator Week (Pollinator Week is on June 22-28, 2020. See additional resources for more info)
- Display pollinator artwork and outreach materials in your office lobby
- Begin your own or join a social media campaign
- Highlight Earth Day in a newsletter, blog, or magazine
- Donate to Earth Day (see additional resources)
- Host a pollinator-themed or climate action meal or mixer
- Pollinator planting day at your school, office, local park, or library
- Build native bee houses (see additional resources)
- Join the Million Pollinator Garden Challenge (see additional resources)
- Plant habitat in your backyard using native plants
- Host a nature walk or pollinator expert lecture
- Screen a pollinator film (see additional resources)
- Host a pollinator festival or native plant sale
- Host an educational event at a local library
- Advocate for your school or company to serve plant-based meals
- Volunteer for a cleanup in your community, and learn what you can and can't recycle

Be sure to post all local public events at <https://www.earthday.org/take-action-now/>



## SOCIAL MEDIA

Use **#EarthDay2020** for all mentions of pollinator week, events and resources shared. Mention **Pollinator Partnership** on Facebook, twitter, and Instagram and we may re-share!

### Sample posts:

- It's #EarthDay2020! #DYK that pollinators like bees, butterflies, and bats, provide 1 out of 3 bites of food we eat? Say thanks by planting native plants, supporting local farmers, and educating others about the importance of pollinators!
- This #EarthDay, join the Million Pollinator Garden Challenge and #beecounted in the effort to provide habitat for pollinators! Get on the #PoliNation map at [www.pollinator.org/mpgcmmap/](http://www.pollinator.org/mpgcmmap/)
- About 75% of all flowering plant species need animal pollinators for reproduction. As a result, pollinators contribute to ecosystem health and a sustainable food supply. Celebrate them this #EarthDay!

Direct your audience back to [www.pollinator.org](http://www.pollinator.org) and <https://www.earthday.org/actions/plant-a-pollinator-garden/>

## PHOTOS

### Photos:

- Please share your photos of all Earth Day events using **#EarthDay2020**
- You can share photos directly to [info@pollinator.org](mailto:info@pollinator.org) with consent that Pollinator Partnership can use the images for promotional purposes. Please provide photo credit, date and location.

## SWAG

### Brochures, Books, and More!

- Order more Pollinator Partnership materials at <http://pollinator.org/shop>



## ADDITIONAL RESOURCES

**Visit these links for ideas and updates:**

Earth Day - <https://www.earthday.org/earth-day-2020/>

Earth Day Find An Event - <https://www.earthday.org/take-action-now/>

Pollinator Week - <https://www.pollinator.org/pollinator-week>

Pollinator Educational Materials - <http://pollinator.org/shop>

Request a Proclamation from Governor - <http://pollinator.org/pollinator-week#pw-action>

Donate to Earth Day - <https://www.earthday.org/donate/>

Donate to Pollinator Partnership - <https://www.pollinator.org/donate>

Ecoregional Planting Guides - <http://pollinator.org/guides>

DIY Bee Hotel - <https://www.pollinator.org/pollinator.org/assets/generalFiles/DIY-Bee-Hotel.pdf>

7 Things You Can Do For Pollinators - <http://pollinator.org/7things>

Million Pollinator Garden Challenge - <http://pollinator.org/mpgcmmap>

The Guardians Film - <http://www.theguardiansfilm.com/>

Pollinators Under Pressure - <https://www.pollinatorsunderpressure.org/>

Pollinator Recipes and Fun Activities for Kids - <http://pollinator.org/pollinator-week#pw-activities>

**Please contact Pollinator Partnership at [info@pollinator.org](mailto:info@pollinator.org) with any questions!**

