

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.

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/mpgcmap/
- 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 and https://www.earthday.org/actions/plant-a-pollinator-garden/

PHOTOS

Photos:

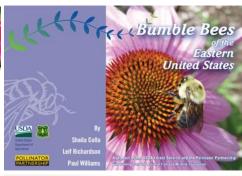
- Please share your photos of all Earth Day events using #EarthDay2020
- You can share photos directly to <u>info@pollinator.org</u> with consent that Pollinator Partnership can use the images for promotional purposes. Please provide photo credit, date and location.

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/mpgcmap

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 with any questions!



