



Earth Day Toolkit: Protect our Pollinators

2021

*Celebrate with us
April 22, 2021!*

**POLLINATOR
PARTNERSHIP**

Welcome to the official **2021 Earth Day Toolkit!** Utilize these resources to help you celebrate and promote your involvement in this year's Earth's Day (**April 22, 2021**). Additional information can be found at <https://www.earthday.org/earth-day-2021/> or by contacting Pollinator Partnership at info@pollinator.org.

ACTIVITY IDEAS

There are many ways to safely celebrate this year:

- Encourage your Governor to sign a proclamation in support of Pollinator Week (Pollinator Week is on June 21-27, 2021. See additional resources for more info)
- Display pollinator artwork and outreach materials in your home office
- 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 Zoom call with colleagues and friends
- Plan a native pollinator garden at your school, office, local park, or library
- Build native bee houses (see additional resources)
- Plant habitat in your backyard using native plants
- Host a socially distant nature walk or virtual pollinator expert lecture
- Host a virtual pollinator film viewing party (see additional resources)
- 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/>.



EARTH DAY INITIATIVE VIRTUAL FESTIVAL

We're excited to join The Earth Day Initiative (www.earthdayinitiative.org/) for the Earth Day 2021 Virtual Festival in an amazing 1990s video game-style virtual space to come together and make sure 2021 is a year of real and powerful action. RSVP now over at www.earthdayinitiative.org/2021-events#EarthDayVirtualFestival to join the big virtual event, meet fellow environmentalists, and connect in real time with dozens of environmental organizations and climate campaigns.



SOCIAL MEDIA

Use **#EarthDay2021** for all mentions of Earth Day, events and resources shared. Mention **Pollinator Partnership** on Facebook, Twitter, and Instagram and we may re-share!

Sample posts:

- It's #EarthDay2021! #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/
- 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



Please share your photos of all Earth Day events using **#EarthDay2021**

You can share photos directly to info@pollinator.org with consent that Pollinator Partnership can use the images for promotional purposes. Please provide photo credit, date and location.

SWAG

Order Pollinator Partnership brochures, posters, books, and more at www.pollinator.org/shop.



ADDITIONAL RESOURCES

Visit these links for ideas and updates:

Earth Day - www.earthday.org/earth-day-2021/

Earth Day Map (find and event!) - www.earthday.org/earth-day-2021/#map

Earth Day Initiative - www.earthdayinitiative.org/

Pollinator Partnership Earth Day - www.pollinator.org/earth-day-toolkit

Pollinator Week - www.pollinator.org/pollinator-week

Pollinator Educational Materials - www.pollinator.org/shop

Request a Proclamation from Governor - www.pollinator.org/pollinator-week/proclamations

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

Donate to Pollinator Partnership - www.pollinator.org/donate

Ecoregional Planting Guides - www.pollinator.org/guides

DIY Bee Hotel –

www.pollinator.org/pollinator.org/assets/generalFiles/Build-a-Bee-Condo-2021.pdf

7 Things You Can Do For Pollinators -

www.pollinator.org/pollinator.org/assets/generalFiles/7-Things-You-Can-Do-for-Pollinators.pdf

The Guardians Film - www.theguardiansfilm.com/

Pollinators Under Pressure - www.pollinatorsunderpressure.org/

Fun Activities for Parents and Kids - www.pollinator.org/parents-and-kids

Please contact Pollinator Partnership at info@pollinator.org with any questions!