

# 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 <a href="https://www.earthday.org/earth-day-2021/">https://www.earthday.org/earth-day-2021/</a> or by contacting Pollinator Partnership at <a href="mailto:info@pollinator.org">info@pollinator.org</a>.

### 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 <a href="https://www.earthday.org/take-action-now/">https://www.earthday.org/take-action-now/</a>.





# EARTH DAY INITIATIVE VIRTUAL FESTIVAL

We're excited to join The Earth Day Initiative (<a href="www.earthdayinitiative.org/">www.earthdayinitiative.org/</a>) 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 <a href="www.earthdayinitiative.org/2021-">www.earthdayinitiative.org/2021-</a>

<u>events#EarthDayVirtualFestival</u> 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 reshare!

# 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/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 <a href="www.pollinator.org">www.pollinator.org</a> and <a href="https://www.earthday.org/actions/plant-a-pollinator-garden/">https://www.earthday.org/actions/plant-a-pollinator-garden/</a>

### **PHOTOS**

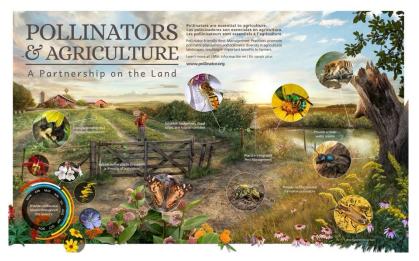


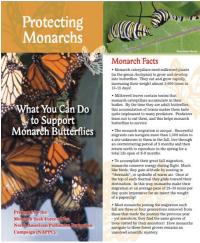
Please share your photos of all Earth Day events using #EarthDay2021

You can share photos directly to <a href="mailto:info@pollinator.org">info@pollinator.org</a> 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!

