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EARTH DAY TOOLKIT

April 22, 2025



**POLLINATOR
PARTNERSHIP**

Protect their lives. Preserve ours.

History of Earth Day



Founders of the non-profit organization [EarthDay.Org](https://www.earthday.org) created and organized the very first Earth Day on April 22, 1970. Since then, EarthDay.Org has been mobilizing more than 1 billion people annually on Earth Day, and every other day, to protect the planet.

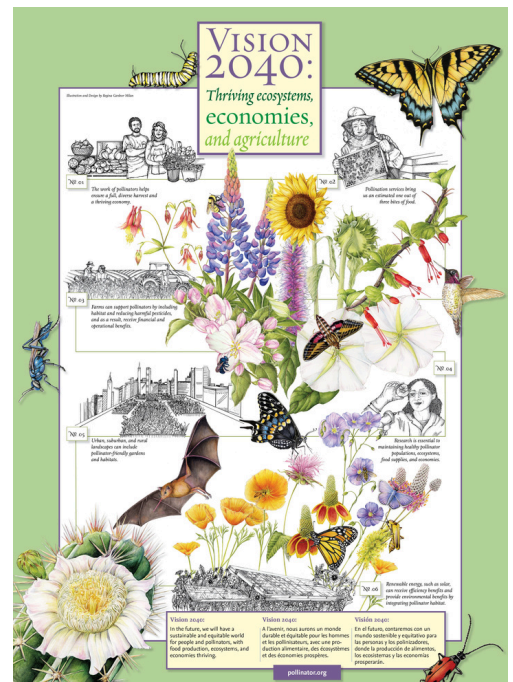
Our Power, Our Planet

The theme for Earth Day 2025 is Our Power, Our Planet, inviting everyone around the globe to unite behind renewable energy, and to triple the global generation of clean electricity by 2030. Renewable energy derived from replenishable natural resources is the way of the future. More electricity is being generated from renewable resources every year, that means we are closer to reaching a planet with cleaner air and healthier ecosystems.

Pollinators Need Habitat

Habitat is lost everyday. Urbanization and our dependence on fossil fuels contribute to the loss of important habitats that is needed by pollinators. Bees, bats, birds, butterflies, moths, and other animals transfer pollen from the male part of the flower to the female part of the flower, performing an essential ecosystem service that allows for plant reproduction. Solar power farms, a renewable source of energy, have been proven to also function as habitat for pollinators. Planting native grasses, wildflowers, and non-invasive cover-crop plants, within solar sites, to provide multiple benefits for solar O&M, the environment, and surrounding communities.

Pollinators depend on floral resources for nectar and pollen to survive and there is room for habitat anywhere. On your farm, in your garden, and even where you get your clean power.



Get Involved on Earth Day

- 1 Use our **Find Your Roots tool** to select the right plants for your habitat project
- 2 Monitor pollinators with us on **iNaturalist**
- 3 Become a **Bee Friendly Gardening** member
- 4 Participate in **Pollinator Week**, June 16-22, 2025 and register your activities on the map
- 5 Register an event on the **Earth Day Map**
- 6 Give the gift of a **BeeSmart School Garden Kit**
- 7 Join our **Pollinator Action Team** to keep up to date on more ways to stay involved
- 8 **Cook** a meal made with pollinator-friendly ingredients
- 9 **Donate** to our Pollinator Partnership's many programs and support our work on the ground
- 10 **Follow us** on social media by clicking the icons below



@PollinatorPartnership



Pollinator Partnership Official



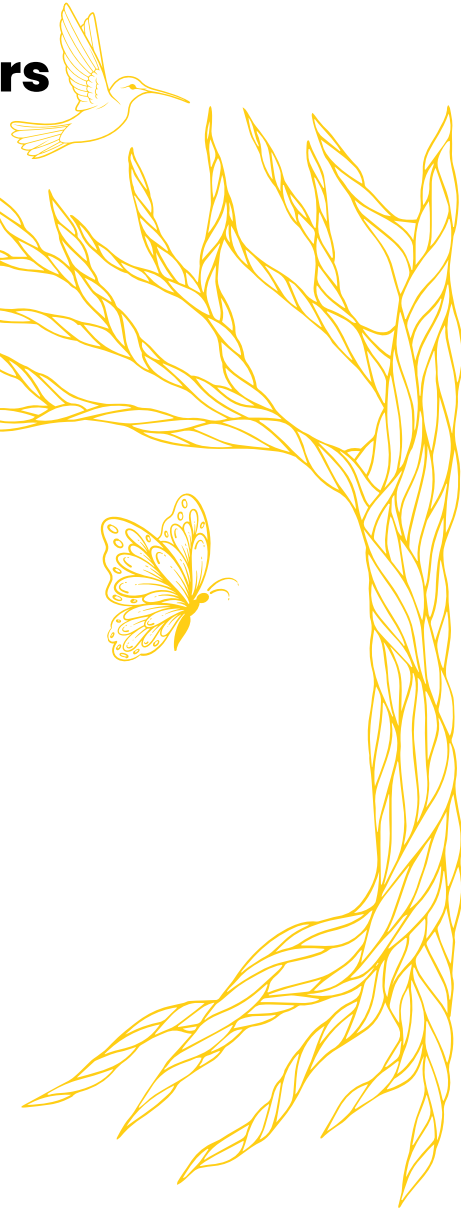
@PollinatorOrg



Pollinator Partnership

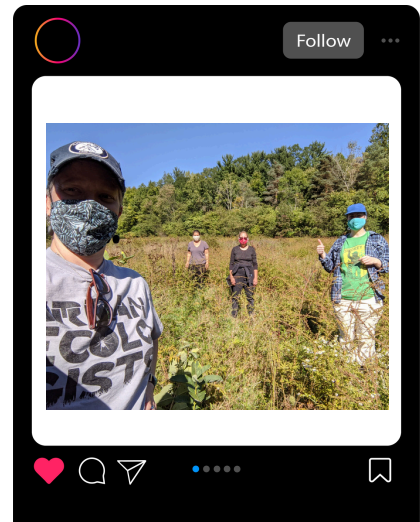
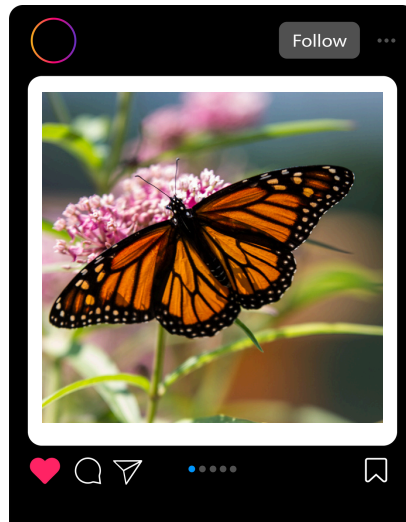
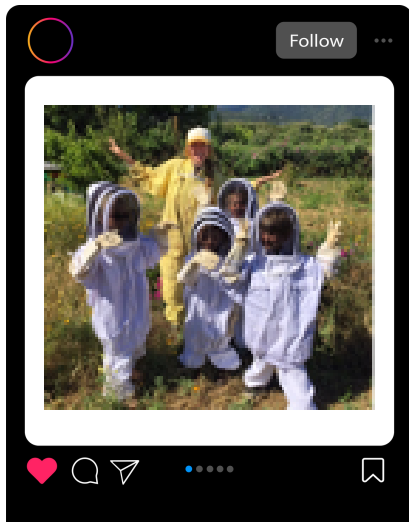
Reduce, Reuse, and Recycle For Pollinators

- 1 **Recycle your plant pots** by bringing them to your local home renovation store or nursery
- 2 **Reuse** old plant pots for new or smaller plants
- 3 **Replace** plastic ground covers with cardboard or biodegradable paper covered with wood chips or straw
- 4 Buy your gardening or farming products in **bulk** to reduce plastic packaging
- 5 **Shop local.** Source your fresh produce from your local farmer's market
- 6 Bring **reusable bags** to avoid single-use plastics when shopping
- 7 **Support** businesses and organizations that prioritize sustainable alternatives to single-use plastic



Social Media Toolkit

Use **#EarthDay2025** for all mentions of Earth Day, events and resources shared. Mention Pollinator Partnership on Facebook, Instagram, and LinkedIn and we may re-share!



Sample Posts:

- 1 Join the impact and to unite behind renewable energy, and to triple the global generation of clean electricity by 2030! **#EarthDay2025**
- 2 It's **#EarthDay2025**! #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!
- 3 Small creatures, big impact! This **#EarthDay2025**, let's celebrate the unsung heroes of our ecosystem – the pollinators. Together, we can create a world where they thrive.
- 4 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 **#EarthDay2025**!

Join us in celebrating Earth Day 2025 – You can make a real difference for pollinators, people, and the planet. Please consider making a tax deductible donation. Thank you!

Pollinator Partnership

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DONATE

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