



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 countless ways to celebrate:

- 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 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)
- 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/>.



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/mpgcmapp/
- 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.

