

# Protect Our Species

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Earth Day 2019



Organizers  
Toolkit



EARTH DAY NETWORK

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THE EARTH DAY 2019 THEME:

# Protect Our Species



Nature's gift to our planet are the millions of species that we know and love, and the many more that we have yet to discover. Unfortunately, human beings have irrevocably altered the balance of nature and the world is facing the greatest rate of extinction it has seen since we lost the dinosaurs more than 60 million years ago. But unlike the fate of the dinosaurs, the rapid extinction of species in our world today is the result of human activity.

Developing activities are leading to the global destruction or rapid reduction of populations of plants and wildlife. Species are going extinct, and habitats are shrinking. Biodiversity, or the variety of living things in a given place - whether in a small stream, a desert, a forest, the oceans, or the entire planet - is falling faster than ever before. If this problem continues, it will have an overall negative impact on the capacity of the planet to sustain life, including that of humans.

- See our [Species Fact Sheet](#)
- Download our [Protect Our Species Primer & Action Toolkit](#)

## LEARN MORE

To learn more and to access content related to the Protect our Species Campaign, please download EDN's Protect our Species Primer and Action Toolkit at [earthday.org/earthdayinbox](http://earthday.org/earthdayinbox)

## WHY ARE WE LOSING OUR SPECIES?

The causes are many: deforestation, habitat loss, poaching, unsustainable agriculture, pollution, pesticides, and climate change to name a few, and the impacts are far-reaching. If we do not act now, bringing about mass extinction may be humanity's most enduring legacy.

All living things have the right to exist, and they have an intrinsic value independent of their value to us. Every species serves a purpose and plays a role in the web of life and in the key ecosystem services we as humans depend on such as the filtration of air and water, the control of climate and disease, the support of nutrient cycles and oxygen production, and the provision of spiritual and recreational benefits.

The good news is that if we take action, we can stop extinction!

# Be a Part of the Earth Day Movement

Acting on Earth Day is a first step and a unique opportunity to contribute to the effort to take action on important environmental efforts like the fight to protect all species in an effective and long-lasting way.

Hosting an Earth Day event in your community is a wonderful way to bring all of its members together, promote action, and send a message to your local policy makers that they must also Protect Our Species and the environment in general.

## ABOUT THIS TOOLKIT

This guide will provide you with everything you need to join others that organize Earth Day events around the world. In this toolkit, we have included core information about the problem, resources and ideas to help you get organized and sample messaging you can use to communicate with others. You will also find information about Earth Day and the 2019 theme “Protect Our Species”.

This toolkit will then guide you through the steps of hosting a successful Earth Day event, including:

- **Options for types of events you can hold**
- **Communications plans, sample messaging, and materials**
- **Advice on forming an event organizing committee**
- **Fundraising tips**
- **Advice for organizing large events**
- **Instructions on how to recruit and organize volunteers**
- **Suggestions for enticing people to attend your event**



## THE ENVIRONMENTAL MOVEMENT IS INCREDIBLY DIVERSE.

People around the world are incredibly committed to protecting the planet. We want to have as many voices as possible join the Earth Day conversation. You can bring your own community’s voice to the conversation by hosting an Earth Day event and talking about the environmental issues that matter most to you.

# History of Earth Day

Earth Day 2019 comes at a time in history when we must confront complex environmental challenges. It presents a unique opportunity to unite people across social, geographical, and political boundaries, as occurred on the first Earth Day in 1970.

In 1970, groups fighting against problems as diverse as air and water pollution or the loss of biodiversity and habitat realized they shared common values. The first Earth Day made palpable that a healthy environment is vital to the wellbeing of our societies. The ensuing creation of the US Environmental Protection Agency and approval of landmark environmental legislation inspired others around the world, and soon many countries built their own environmental protection systems. The quality of life of billions of people in the world has improved dramatically as a result of the first Earth Day.

Incredible social and environmental advances have already been achieved thanks to the tireless work and commitment of thousands of organizations and individuals. Nevertheless, we need the support and energy of large portions of the population to overcome the tremendous obstacles that we face today and to collectively elevate environmental issues to the top of the political, social, and economic agendas.



Earth Day is the largest secular observance in the world – celebrated by more than a billion people every year – and a day of action that changes human behavior and provokes policy changes. April 22, 2020 will be the 50th Anniversary of Earth Day. **Today, we invite you to be a part of Earth Day and to help write many more chapters – struggles and victories – into the Earth Day book.**

# How to Organize & Hold a Successful Event

## DECIDE ON A TYPE OF EVENT

Earth Day Network has developed one main event idea: A Teach-In on 2019's theme - Protect Our Species. We have also developed toolkits for educators, local governments, and faith groups available below. There are many other potential events one could hold such as removing invasive species from your community, teaching people how to garden in a pollinator friendly way or lobbying your local government to protect local species habitat.

### EVENT IDEAS

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Teach-In on Species Conservation



Community Waste Cleanup



Invasive Species Removal Drive



Letters to Policy Makers Writing Drive



Phone Banking



Green Voter Registration

## DOWNLOAD TOOLKITS

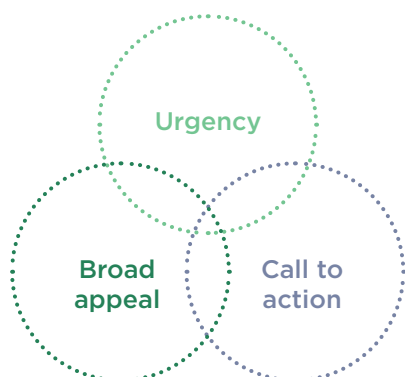
### [Teach-In Toolkit](#)

To build on our protect our species goal and theme, hold a teach-in in your community.

### [Protect Our Species Primer & Action Toolkit](#)

Everything you need to know to help Protect Our Species.

# DEVELOP KEY MESSAGES



## SAMPLE KEY MESSAGES

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1

On April 22, 1970, 20 million Americans took to the streets, parks, and auditoriums to demonstrate for a healthy, sustainable environment in massive coast-to-coast rallies. Thousands of colleges and universities organized protests against the deterioration of the environment. Groups that had been fighting against oil spills, polluting factories and power plants, raw sewage, toxic dumps, pesticides, freeways, the loss of wilderness, and the extinction of wildlife suddenly realized they shared common values.

2

Earth Day 1970 achieved a rare political alignment, enlisting support from Republicans and Democrats, rich and poor, city slickers and farmers, tycoons and labor leaders. By the end of that year, the first Earth Day had led to the creation of the United States Environmental Protection Agency and the passage of the Clean Air, Clean Water, and Endangered Species Acts.

3

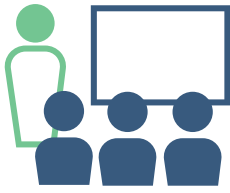
Nature's gifts to our planet are the millions of species that we know and love, and many more that remain to be discovered. Unfortunately, human beings have irrevocably upset the balance of nature and, as a result, the world is facing the greatest rate of extinction since we lost the dinosaurs more than 60 million years ago. But unlike the fate of the dinosaurs, the rapid extinction of species in our world today is the result of human activity.

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All living things have an intrinsic value, and each plays a unique role in the complex web of life.

# CREATE A WORK GROUP FOR YOUR EVENT

The members of this group will tackle the various aspects of coordinating the event. Try to build a team as quickly as possible to spread out the work. Create a group on Facebook or another media platform to facilitate communication. As your team grows, members can become specialized into the roles listed below. This group may include:



## COORDINATOR

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The person in charge of coordinating the event and defining and delegating the tasks that the various group members putting the event together need to perform. Recruit someone with past event management experience.



## COMMUNICATIONS TEAM

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This group will craft the message about your event and disseminate it to the press in social media to promote coverage of your event. They need to have strong writing skills and preferably have contacts in the local press, and be familiar with social media tools.



## ENGAGEMENT & OUTREACH TEAM

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This team will promote the event to the local community to encourage attendance. Depending on the scale of your event and ability to recruit work group members, consider designating individual roles for the different aspects of Engagement and Outreach:

- **Partnerships/Fundraising Coordinator**
- **Volunteer Coordinator**
- **Events Logistics Coordinator**
- **Content Program Coordinator**



# RAISING MONEY AND BUDGET

The first thing an organizer needs to do is create a budget. Make your budget realistic – not too high, but high enough to accomplish what you’ve set out to do. Then plan carefully how much money you will need and by when you will need it.

- At the very start, get a clear picture of exactly what it is you need to be able to carry out your project or event. Begin working to make your vision a reality.
- Soliciting donations, whether cash or in-kind, could be something that you will need to do to implement your event.
- Many groups and businesses are willing to support or sponsor an Earth Day event contributing cash or donating needed items (in-kind). Factor into your budget what things you can realistically expect to have donated and what things you will have to purchase.

## WHAT CAN A BUDGET DO?

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Preparing a budget may seem difficult, but it is worth the effort because it will:

Help you identify your needs

Reveal ways you can fill needs

*Often money is not needed, as many items can be donated*

Show professionalism

*Donors want to know that you are organized and serious*

## THE BASICS OF RAISING MONEY

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Person-to-person requests, phone calls, and mail solicitation provide a great opportunity to educate others about the importance of your project and gain support for your efforts – financially and otherwise.

- While nothing is as effective as person-to-person contact for soliciting funds, phone calls can also be effective. Remember that providing detailed information is important.
- Sometimes you will have to communicate in a variety of ways until you get an answer from a funder. Be prepared to answer all kinds of questions about your project, including how the money will be used and who else is participating.
- It is important to be comfortable talking about money; this will be a key to success. Think of it this way: you should feel proud to ask donors to participate by funding a worthwhile project.

## FUNDRAISING EVENTS & PROJECTS

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Consider a fundraising event or project. These are designed to raise visibility and generate the money you need to ensure the success of your project.

- Merchandise such as T-shirts can be great fundraising products and can cost relatively little money and be sold for much more. How much are you willing to pay for a nice T-shirt? To take your environmental message one step further, choose organic cotton or other natural fabrics.
- Sales of donated merchandise, or even a good old-fashioned yard sale can benefit your group.
- Dinner parties, bake-offs, neighborhood cleanups, stream walks, bike races, walk-a-thons, running events . . . all can generate income and visibility for your event.
- Benefits can generate income and publicity for your event. Contact a local radio station or music group about producing a benefit concert for your committee. Or encourage a restaurant or supermarket to donate a percentage of proceeds for one day to your committee. Publicize the fundraising through the media, flyers and other means.

## LARGE BUSINESSES, FOUNDATIONS, & LOCAL GOVERNMENT

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Depending on the size of the Earth Day event you are planning to host, you might need to have a more elaborated plan that might include the need to raise funds from large businesses, foundations or your local government.

Private foundations support a variety of projects. They have specific grant criteria and application processes that you will need to research before applying.

Check your local library's reference section for the following helpful publications:

- **The Foundation Directory**, a complete reference of private foundations and their criteria, listed by state.
- **The Foundation Center's Grant Guides**— a set of guides listing, by state, the foundations that fund specific programs. Guide titles include Grants for Environmental Education, Grants for Children and Grants for Agriculture.
- **Once you have identified the foundations that might support your project or event, call them to request a grant application and a copy of their annual report.**

To tap into Local Government Resources you can invite your city or county government to co-sponsor your activities and spell out clearly what you want them to do. If they agree to be a co-sponsor, you may be able to draw on the things governmental agencies can contribute—security, signage, postage, public relations, venues, coordination and insurance.

Involving your local government demonstrates to the community that there is broad-based support for addressing environmental issues and protecting species. Having the mayor, county commissioners or other public officials participate in your event will help attract sponsors and media, and more attendees!

# LAUNCH A SUCCESSFUL MEDIA CAMPAIGN

Press interest is key to building attendance and the attention of elected officials. Create a plan that includes top-line messaging, a timeline for media relations, and begin drafting social media messaging.

NAME	PHONE	EMAIL	WEBSITE	ADDRESS	NOTES
John Smith	555-123-4567	john@smith.com	www.smith.com	123 Main St, City, State	Called on 2/15, will call again on 2/20. Will attend the event.
Jane Thompson	555-987-6543	jane@thompson.com	www.thompson.com	456 Oak St, City, State	Will attend the event. Will bring a group of 5 people.
Mark Johnson	555-234-5678	mark@johnson.com	www.johnson.com	789 Pine St, City, State	Will attend the event. Will bring a group of 3 people.

See sample media list on Page 21.

**Media Advisory**  
**JOHNSVILLE ACT FOR EARTH CELEBRATION**  
 The Johnsville Act for Earth Celebration is a community event that will be held on Saturday, April 20, 2019, from 10:00 AM to 12:00 PM. The event will feature a variety of activities, including a keynote address by a local environmental leader, a panel discussion on climate change, and a presentation of the Earth Day award. The event is free and open to the public. For more information, please contact the event organizers at 555-123-4567 or johnsvilleact@earthdaynetwork.org.

**WHO:** John Smith, Jane Thompson, Mark Johnson, and the Johnsville Act for Earth Celebration Organizers.

**WHAT:** Keynote address, panel discussion, and Earth Day award presentation.

**WHERE:** Johnsville City Hall, 123 Main St, Johnsville, NY 12094.

**WHEN:** Saturday, April 20, 2019, 10:00 AM - 12:00 PM.

**CONTACT:** John Smith, 555-123-4567 or johnsvilleact@earthdaynetwork.org.

See sample media advisory on Page 22.

## TIPS

Email the media advisory in the body of the message, to remove the step of opening an attachment.

Send the media advisory the week of the event and send it again the day before.

Follow up each email of the advisory with a personal phone call to ensure the intended recipient received the advisory and to ask if they plan on attending.

## BEFORE

### COMPILE A MEDIA LIST.

Compile the list with a broad range of reporters and outlets. Think creatively – include reporters who might cover environment, public health, community events, politics...etc. Many local outlets only provide newsroom contact information which is fine. Check local newspapers and environmental blogs to identify reporters writing about social issues.

## BEFORE

### COMMUNICATE WITH KEY REPORTERS & OUTLETS.

Have one-on-one discussions with key reporters and outlets most likely to cover your issue to pitch them on covering the event. Share the Protect Our Species toolkit with them. Encourage them to follow you and EDN on Facebook.

## BEFORE

### E-MAIL OUT A MEDIA ADVISORY.

Brief language on why this event is newsworthy and relevant. The media advisory should include:

- 1 High profile attendees
- 2 Planned activities
- 3 Location of the event
- 4 Time and date of the event
- 5 Language on the importance of learning about species loss and its impacts

## DURING

### GATHER INFORMATION DURING THE EVENT.

The communications team should gather information during the event for the event's press release, to update reporters for their stories, and craft real-time social media posts. Some tasks include:

- 1 Tallying an estimated number people in attendance.
- 2 Photographing the various activities taking place and organizing them with captions. Share with us on social media. Use #EarthDay2019, #ProtectOurSpecies, and tag us @EarthDayNetwork.
- 3 Gathering quotes from VIPs in attendance, as well as personal stories about how people were affected or inspired by your event.

## AFTER

### SEND OUT A PRESS RELEASE.

A successful press release will shape the coverage of the event and will give a full story to media outlets to republish. Your press release should include:

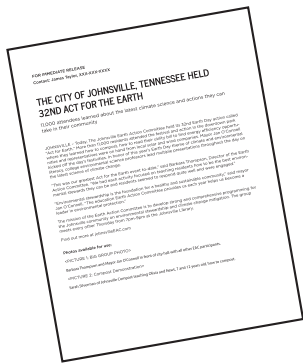
- 1 Information on the event and organizers
- 2 Statistics compiled throughout the day
- 3 Quotes from the organizer and a couple VIPs
- 4 Pictures with captions
- 5 Video clips (optional)

Draft your press release in advance of your event and fill in quotes, statistics, and any multi-media during or immediately after the event. Send out your press release immediately after the event is complete.

The sample press release on Page 13 would accompany the hypothetical event listed in the sample media advisory.

### PREPARE 2 OR 3 FACEBOOK POSTS AND TWEETS

- 1 Include photos or videos
- 2 Include a short message that shares useful information for your readers i.e. how the recycling program works in your city
- 3 Use #EarthDay2019, #ProtectOurSpecies, and tag us @EarthDayNetwork



See sample press release on Page 23.

### TIPS

Send the press release in the body of your email.

Follow up the email of the press release with a phone call to each outlet and reporter on the event's media list to ensure it has been received.

# FINDING AND WORKING WITH VOLUNTEERS

Whether you are working with an existing local group or wish to organize an Earth Day event in your community or city, you will probably need to recruit and manage a team of volunteers to accomplish your goals.

## FINDING VOLUNTEERS

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Earth Day is an ideal opportunity for interested citizens who have never volunteered before to do so. You just need to invite them! On some projects, volunteers do it all, including planning, logistics, execution, and follow-up. The following guidelines will help you develop and maintain a strong volunteer team.

- **Extending an invitation:** Invite as large a cross-section of your community as possible to your meeting. Make sure notices get posted in all areas of your community or in your community newsletter, list serve, or Facebook Group. You can also post a recruitment announcement in websites such Idealist.org or share a message via social media. Send a notice to local newspapers stating that you are going to hold an Earth Day organizing meeting at a certain time and place, and that everyone is invited to attend.
- To simplify and organize the recruiting process, use a volunteer online application form. The form should include as a minimum the name, address, a phone number and email address and it should ask if the volunteer in question is 18 years of age or older.
- The key to success in finding volunteers is using language that will cause people to respond. Try to use inspirational language and tap into the needs of your community. Every community has a well known group of movers and shakers. Reach out to some of them and ask for help and support!
- You can usually arrange the use of a meeting space through local religious congregations, schools, libraries, or concerned businesses.
- Once in the meeting, find out how people heard about your meeting by a show of hands or distribute a short survey. This is useful information about what methods are most effective for finding volunteers. Remember, get the word out and be accessible!



## INTRODUCTORY MEETING WITH VOLUNTEERS

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Start each meeting by introducing yourself and welcoming the participants. If it's a small meeting, ask everyone to do short introductions (for example, ask their names and for a brief mention of what brought them to the meeting.)

- **When possible, have a printed agenda ready to pass out or post one in large print on an easel.**
- **Let participants know the plan for the meeting (for example, “First, I’m going to talk a little about Earth Day. Next, Susan will describe the project we’re working on...”)**
- **Give attendees some background about your organization or project. Remember, some of them may have just recently heard about what you are doing.**
- **At the introductory meetings always pass around a sign-up sheet for people to give their name, phone number, email address, and mailing address.**

## WORKING WITH VOLUNTEERS

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The next step will depend on where you are in the planning stage. If you are just formulating plans, you can invite participants to brainstorm, encourage visionary thinking and get a flow of ideas going. If you have developed a specific project or plan, present it at the meeting and ask for feedback. Be sure that if you ask for feedback, you are truly open to suggestions. Be responsive and incorporate good ideas from the group whenever you can.

## DEVELOPING A TIMETABLE

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From the start, be sure to create clear, achievable completion dates—set up your volunteers to succeed by allowing a fair amount of time to produce your desired results. Be sure to check in with your volunteers along the way to be certain everything is moving according to plan. Know how much time you need, and for how long. Get commitments from your volunteers a few weeks or a month ahead of time, if possible. This allows you time to react and get replacements if something unexpected comes up.

## KEEPING TRACK... BE ACCOUNTABLE

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Structuring teams or groups of volunteers makes the work more fun and can prevent burnout. However, it is important that one person be accountable for each task. This doesn't mean they do all the work, only that they are responsible for seeing that the work gets done.

- **Be accountable yourself and set a good model for your volunteers to be accountable. Be sure everyone is clear on tasks and delivery dates.**
- **One line of thought holds that volunteers can't be held accountable because they're not paid. This thinking is a recipe for disaster. The volunteers with whom you will be working will respond well to being entrusted with responsibilities.**



## BE ORGANIZED

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Be organized as you seek volunteers and be prepared to offer specific assignments. One of the easiest ways to lose volunteers is to get them excited about a project and then not have a specific task ready for them to do. This word of caution, however, doesn't mean that you must have all details worked out in advance; helping with planning is a substantial part of many volunteer tasks.

## SET ASIDE TIME FOR A ONE ON ONE:

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Following the meeting, ask the volunteers to fill out for a time to talk and be willing to share information about special skills and interests, and jobs and roles that the volunteer would like to take on. You may want to develop a working database of volunteers to match tasks to people's skills and tasks.

## ASSIGN THE RIGHT PERSON TO ANY GIVEN TASK.

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Don't try and talk a volunteer into doing a job that you sense s/he really doesn't want to do; it probably won't turn out well. In fact, be sure that volunteers have a chance to decline or back out of an agreement. Guilt is a very poor motivator.

## THE IMPORTANCE OF SPECIFIC ASSIGNMENTS:

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It is essential to have things defined clearly enough so that each person knows what s/he has agreed to do and when it needs to be done. Make sure every task has a target date for completion.

## EMPOWERING YOUR VOLUNTEERS:

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People volunteer because they want to make a difference and because they want to be involved in something bigger than themselves. A central tenet of Earth Day is that everyone can make a difference.

- **Let volunteers contribute their own ideas. No one wants to be part of a team where they never get to have input.**
- **If you have a volunteer coordinator, it will make this aspect of your work a lot easier. S/he must love people and love to be on the phone!**
- **Whenever possible, incorporate volunteers' ideas into the overall vision for your project. One important tool for maintaining an energized, active volunteer base is acknowledgment. Acknowledge people's contributions and their generosity in giving their time. You might thank your volunteers through dinners or parties, certificates, letters to their employers or school counselors, or public recognition.**

## DESIGNATING COMMITTEES

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Consider designating committees through which work can be divided up. Several different committees may emerge to work separately on projects that interest particular individuals. An events committee might work with a communications committee to produce a calendar on which all events and deadlines leading up to them might be posted. Once all activities and deadlines are listed, everyone can refer to the calendar to be clear about who is doing what, where, when and why. They can be your eyes and ears for certain tasks, helping things move along more quickly. They can inform you when key tasks are completed or when they may need extra attention.

# ENSURE YOUR EVENT IS WELL ATTENDED



**Start advertising early (30-40 days in advance).** More time means more opportunities to spread the word.



**Utilize social media platforms** to promote the event. In addition to creating an event, be sure to craft content and updates to regularly post. Diversify your use of platforms. When posting, be sure to tag us [@EarthDayNetwork](#) and use the hashtags [#EarthDay2019](#) and [#ProtectOurSpecies](#).



**Utilize active advertising.** Create a flier with a logo or image and the details of the event. Hand out fliers in high traffic areas and consider going door to door in your communities.



**Build partnerships with local businesses** who can advertise the event or provide sponsorships or products that will attract attendance.



**Build partnerships with local leaders** who can endorse the event on social media and in the press. Provide them with social media posts about their event and share hashtags with them.



**Get information on the event to school administration** if the event will take place on or near a college campus or high school. They can pass along the information to students.



**Approach community clubs and organizations** to partner with the workgroup and spread event information to their members and followers.



Register your event with Earth Day Network and we will help you spread the word: [earthday.org/register](http://earthday.org/register) Share via our EDN Facebook group and ask members to share with their own networks.



# TIPS FOR LARGE EVENT PLANNING

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## Host Planning Meetings

To get things started, invite people who would be interested in helping you to plan your event. Invite your network, local environmental organizations, Parent Teacher Associations, and school environmental clubs. To spread the word, create flyers to post in public places with the date, time, and directions to your planning sessions. Places to hold the meetings could include your home, community center, local coffee shop, or public library. At the meeting, have all participants fill out a sign-up sheet with their name, email, address, and telephone numbers. Ask people to introduce themselves and say what motivated them to come to the meeting. From this you can assess their interests, relate them to your own, and develop your plan for Earth Day.

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## Provide Information

Invite environmental groups and green businesses to set up booths at your Earth Day event. These booths can be educational displays (teaching about renewable energy, for example), action centers (with computer or phone stations for people to sign petitions or call their members of Congress), or organizational displays, where organizations can spread their cause.

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## Find a Venue

Identify a location for your Earth Day event. Outdoor public venues such as local parks are ideal but depending on the nature of your event you may also consider a school or community center. Explore whether or not a permit is required and submit the paperwork early enough to ensure that the event isn't held up by administrative problems.

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## Consider Parking and Public Transit

Think about how people will get to your event. Is it possible to use public transit? If participants drive, where and how will they park? Finally, will there be bike racks available for bicyclists? If at all possible, find a location that allows people to make use of public transportation, sidewalks, and bike routes to get to and from your event.

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## Plan the Stage

If you have speakers, musical acts or presentations, think about having a stage. How big would it need to be and how would you set it up (podium, speakers, sound equipment)?

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## Plan for Food

Offering food at your event will attract people and involve local businesses or farmers. Consider offering environmentally conscious items, like local and organic food, as well as vegetarian/vegan options. Food trucks can provide all the food needed to feed people, but in many cities or towns you will need a permit.

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## Clean Up after Your Event

Here are some things you can do to make sure your Earth Day event leaves no trace behind:

- **Have plenty of garbage bags on hand to use for clean-up.**
- **Provide clearly marked recycling bins and establish an on-site recycling center to separate trash from recyclables. Check with your local recycling center to find out what materials they accept and how materials should be sorted.**
- **Assign a special team the task of cleaning up any trace of your event. Remember that cleaning up litter or what you brought with you is only part of your departure plan. Make sure that any plants uprooted or trod upon are re-planted or re-seeded. Stone or wood paths should be surveyed to ensure that they have not been disturbed.**
- **When serving food at smaller events, consider using donated plates and cups that can be washed, rather than disposables that will get thrown out. If a larger event, look into using compostable utensils and plates.**

## OTHER CONSIDERATIONS FOR MASS EVENTS

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### Publicity:

Don't forget to publicize your event! Get the word out early and often through every possible medium.

### Merchandise:

Selling or giving away T-shirts, banners, pins and other Earth Day items can both publicize and finance your event.

### Team:

Some jobs require special expertise. For instance, you may want to hire someone to help with the delivery of stage and equipment, or to manage audio controls.

### Tents:

Outdoor events benefit from tents to protect participants from the sun or rain. If you have sponsors you can use the sides of the tents to recognize them.

### Exhibits:

Budget money for the creation of interactive displays and activities. These can range from educational exhibits with flaps that lift to reveal answers to species trivia questions, to models that display how species vary across the planet. Be creative!

### Tables and chairs:

Exhibitors will need tables and chairs. Usually your tent supplier can also provide these for a small additional cost. Build that cost into your exhibitor's fee.

### Exhibit fees:

To help cover your production costs, consider charging a realistic exhibit fee to others that might want to host an exhibit. Have one rate for non-profits and another for businesses. Design the fees so that your tents, tables, and chairs are covered, with enough money left over to pay for your sound system, portable toilets, and insurance.

### Signs and banners:

Directional signs to restrooms and activities will be needed in strategic locations. Make them large and easy to read. Exits must be clearly marked and you will need to check with local officials about the guidelines to follow.

### Entertainment/Music:

Musicians and speakers often charge reduced or no fees for an Earth Day event. Ask all performers to provide a stage map for microphones and props. This will help you as you plan the stage design.

### Volunteers:

Have lots of volunteers on hand to help you with everything from setting up to cleaning up. Identify them by providing buttons, caps, shirts, or nametags. Providing food and beverages is nice, although not essential if you are strapped for money.

### Sound:

Many performers have their own sound systems. If you have presenters or performers, figure out what they plan to use and what you will need to supply.

### Security:

Volunteers can generally provide good security. If your event is going to be large, look into private security or off-duty police officers to help out. Make sure that private firms are insured and bonded to assume liability for their staff. (NOTE: If you get the city and/or county to co-sponsor your event, they may be able to provide security for free.)

### Insurance:

Special events may require additional insurance, so be sure to check with the site owner. Acquiring insurance may be as simple as getting an insurance rider on a participating organization's existing insurance policy, or you may need a one-day special events policy.

### First aid:

Be sure to have at least one complete first aid kit on hand at your Earth Day event. Additionally, make sure that each volunteer knows where the kit is located and how to use it. You might need to follow additional guidelines required in your city or town.

### Portable toilets:

These are essential for an outdoor event. You may be able to obtain them free of charge from your local Department of Waste Management. If not, negotiate for a reduced rate.

## SAMPLE OF PREVIOUS EVENTS



### British Columbia, Canada

Youth for Climate Justice Now held an environmental march and festival with speakers and musical performances.



### Illinois, USA

Friends of the Parks in Chicago gathered 4,000 volunteers to clean up the cities many parks.



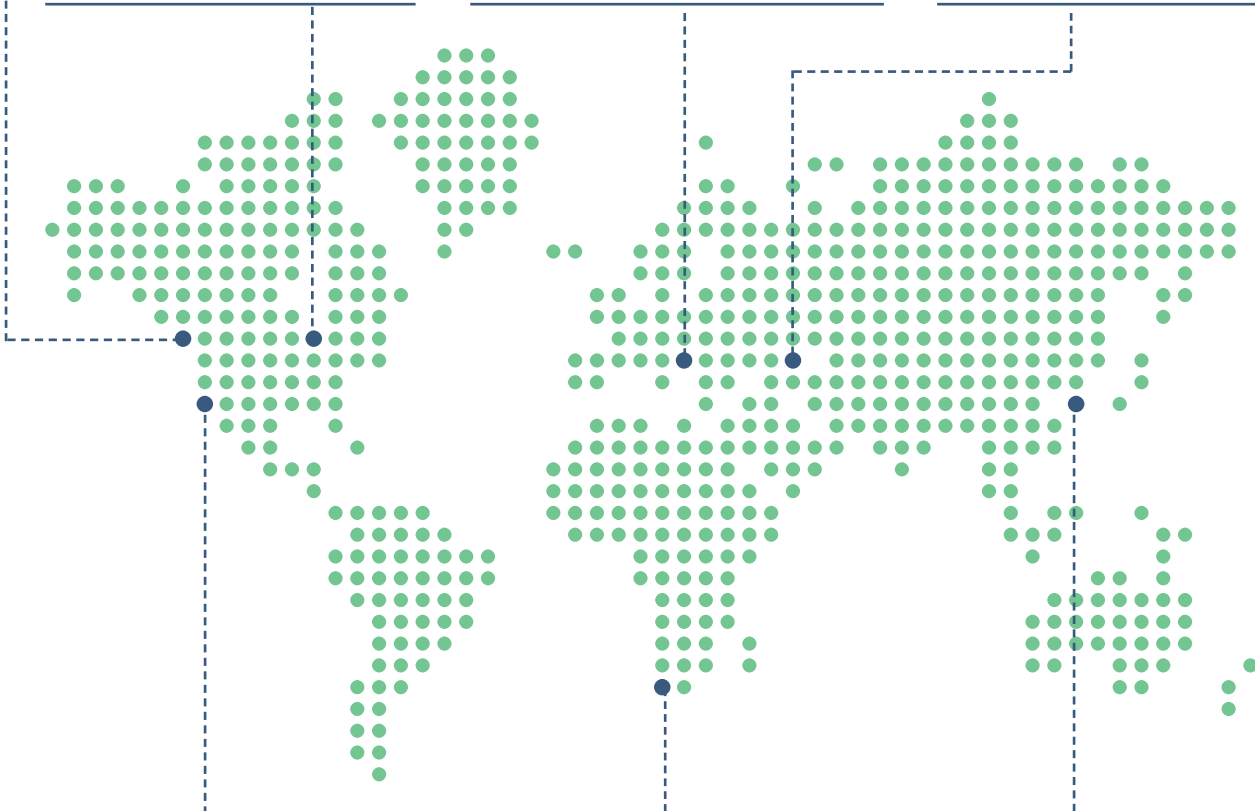
### Croatia

As part of the "Let's Do it" campaign, 50,000 people worked simultaneously to clean up their entire country on Earth Day.



### Yerevan, Armenia

The Mkhitar Sebastatsi Educational Complex gathered citizens to help plant and water trees and clean up an area to help create an educational park.



### California, USA

Pacifica Beach Coalition gathered volunteers to remove trash and invasive plant species from their local beach.



### Cape Town, South Africa

Oaklands High School invited people to learn from the area's environmental organizations and plant indigenous trees.



### Seoul, South Korea

Thousands gathered for Korea Foundation for Environmental Movement's environmental forum and tree planting.



## MEDIA LIST SAMPLE



OUTLET	NAME	EMAIL	PHONE	BEAT/ TITLE	NOTES
<b>NBC Local</b>	John Smith	smith.john@nbc11.com	xxx-xxx-xxxx	local politics	called on 2/1 - told him about the event, asked for info - shared the advisory. Will follow up
<b>CBS local</b>	Sarah Thompson	sthompson@cbs.local.com	xxx-xxx-xxxx	human interest	didn't answer - will call back
<b>ABC local</b>	Newsroom	news@abclocal.com	xxx-xxx-xxxx	Newsroom	Tanya answered - said they would likely send a photographer - asked for advisory



Media Advisory

## **JOHNSVILLE ACT FOR EARTH CELEBRATION**

Johnsville Earth Action Committee to hold 32nd celebration, Act for the Earth. Climate change is the greatest threat to humanity and will have severe impacts including drought on the community of Johnsville, Tennessee. Mayor Jan O’Connell will kick off a day of activities that include compost demonstrations, solar and wind company representatives, and local Johnsville High School science teachers giving presentations on the latest climate science.

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<b>WHO</b>	Jan O’Connell, Mayor Barbara Thompson, Director of Earth Action Committee Thomas Reed, Johnsville Solar & Wind David Scaddle, Earth Science teacher
<b>WHEN</b>	Saturday, April 22 1pm-6PM
<b>WHERE</b>	Johnsville City Hall Big Lawn
<b>CONTACT</b>	James Taylor for more information at: XXX-XXX-XXXX



FOR IMMEDIATE RELEASE

Contact: James Taylor, XXX-XXX-XXXX

## JOHNSVILLE EARTH ACTION COMMITTEE TO HOLD 32ND EARTH DAY CELEBRATION CALLED "ACT FOR EARTH"

11,000 attendees learned about the latest climate science and actions they can take in their community

JOHNSVILLE – Today, The Johnsville Earth Action Committee held its 32nd Earth Day action called “Act for Earth.” More than 11,000 residents attended the festival and action in the downtown park where they learned how to compost, how to read their utility bill to find energy efficiency opportunities and representatives were on hand from local solar and wind companies. Mayor Jan O’Connell kicked off the day’s festivities. In honor of this year’s Earth Day theme of climate and environmental literacy, college environmental science professors led multiple presentations throughout the day on the latest science of climate change.

“This was our greatest Act for the Earth event to-date,” said Barbara Thompson, Director of the Earth Action Committee. “We had each activity focused on teaching residents how to be the best environmental stewards they can be and residents responded quite well and were engaged.”

“Environmental stewardship is the foundation for a healthy and sustainable community,” said mayor Jan O’Connell. “The education Earth Action Committee provides us each year helps us become a leader in environmental protection.”

The mission of the Earth Action Committee is to develop strong and comprehensive programming for the Johnsville community on environmental stewardship and climate change mitigation. The group meets every other Thursday from 7pm-9pm at the Johnsville Library.

Find out more at [johnsvilleEAC.com](http://johnsvilleEAC.com)

### Photos available for use:

<PICTURE 1: BIG GROUP PHOTO>

- **Barbara Thompson and Mayor Jan O’Connell in front of city hall with all other EAC participants.**

<PICTURE 2: Compost Demonstration>

- **Sarah Silverman of Johnsville Compost teaching Olivia and Newton, 7 and 12 years old, how to compost.**



## EARTH DAY NETWORK

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**Produced by Earth Day Network for the Protect Our Species Campaign, 2019.**

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This toolkit was last updated January 2019.

For more information, email [ayer@earthday.org](mailto:ayer@earthday.org)

Developed by David Ayer.

Additional resources were created by many others working to fight against species loss. They are given credit and websites referenced when their work was incorporated into this toolkit, though we did not follow strict citation guidelines. This Toolkit can be copied and disseminated for free as long as the format is not changed, and Earth Day Network is cited or given credit.