

Host Your Own Earth Day Event

Step 1: Decide on an event

Our most common events include cleanups, teach-ins and tree plantings. We encourage you to be creative and host an event that fits your community's needs!

Here are some examples of recent events:

Teach-In

Volunteers in Senegal watched a documentary and discussed the importance of environmental conservation.

Ocean Cleanup

Volunteers in Cameroon organized a beach cleanup with over 150 volunteers and partners.

Climate March

Volunteers in Uganda organized a march where hundreds of students joined together to demand climate action.

Step 2: Recruit partners & planning

Contact like-minded people to build a team. Your team will be in charge of the following activities:

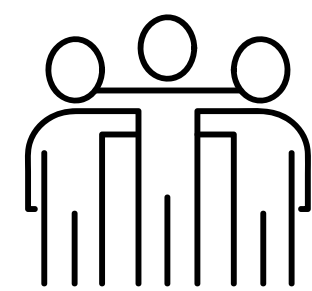
Community Outreach



Build partnerships with local businesses who can advertise the event and provide sponsorship.



Partner with local leaders and activists who can endorse the event on social media and in the press.



Coordinate with community clubs and organizations to get their members involved.

Fundraising

Earth Day Network is a non-profit, so we cannot provide you with any type of donations for your event. However, the Earth Day movement is run by individuals, such as yourself, who obtain fundraising from local universities, clubs, businesses and individuals. If fundraising is needed for your event (in many cases it's not), we encourage you to appoint one person on your team to reach out to organizations.

Local Concept and Call to Action

It's critical that you have a local concept document that answers the who, what, when, where and why of your event. This should be a couple pages and act as an overview for your event.

Furthermore, it's important you have a call to action after your event. Some examples could be:

- Creating media (videos, photos) to showcase your work
- Sharing what you did on Twitter with #EarthDayAfrica
- Sharing your event with local press

Step 3: Launch a media campaign

Now that your event is prepared, it's time to advertise!

Before

Publicize

- Identify social media influencers and activists in your area. Tell them about your event and try to get them involved.
- Identify news outlets in your area (newspapers, news channels, YouTube channels and freelancers) and obtain an interview with them to discuss your event.
- Send out emails and WhatsApp messages to prospective volunteers (friends, family, coworkers, etc.) about the event and how they can join.

During

Document the event

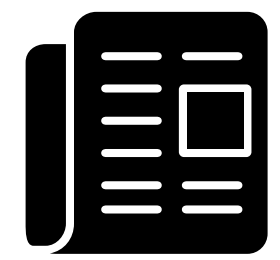
- Estimate the number of people in attendance
- Take photos and videos of the event
- Gather quotes from volunteers and partners (why they are volunteering, what it means to them, what they are doing, etc.)
- Record any other key statistics about your event

The more information you have the better!

Create a press release

A successful press release will be used to engage others in the Earth Day movement. It will shape the coverage of the event and will give a full story to media outlets to republish. Your press release should include:

- Information on the event and organizers
- Statistics compiled throughout the day
- Interesting quotes from the organizers, influencers and volunteers
- Pictures with captions
- Video clips (if you have any)



After compiling all the materials you need for your press release, please send it to media outlets, influencers, organizations and Earth Day Network. Please be sure to share all this information on Twitter as well! Twitter is a great tool to gather international attention for your work. Be sure to use #EarthDayAfrica in your posts.

Step 4: Hold your event!

Congratulations, your event is here! If you followed the steps in this checklist your event will undoubtedly be a success. Be sure to review this list and any other resources before your event. You can also visit our website for more information on holding your own event.

What can Earth Day Network do for you?

- Welcome you to our network of hundreds of thousands of volunteers, organizations, universities and institutions
- Provide support for your event through certificates, badges of participation and promotion
- Provide you with lesson plans, toolkits, and event planning ideas for your events before, during and after Earth Day 2020
- Share your work in our social media posts and blogs