



# **EARTH DAY**

# **ACTION TOOLKIT**

# ABOUT EARTH DAY

Every April 22nd, stakeholders of all backgrounds come together to advance sustainability and climate action in commemoration of Earth Day.

Our world needs transformation. It's time for the people of the world to hold governments and the private sector accountable for their role in our environmental crisis while also calling for bold, creative, and innovative solutions. This will require action at all levels, from business and investment to city and national government.

That's where you come in: as an individual, you yield real power for change through your influence as a consumer, a voter, and a community member.

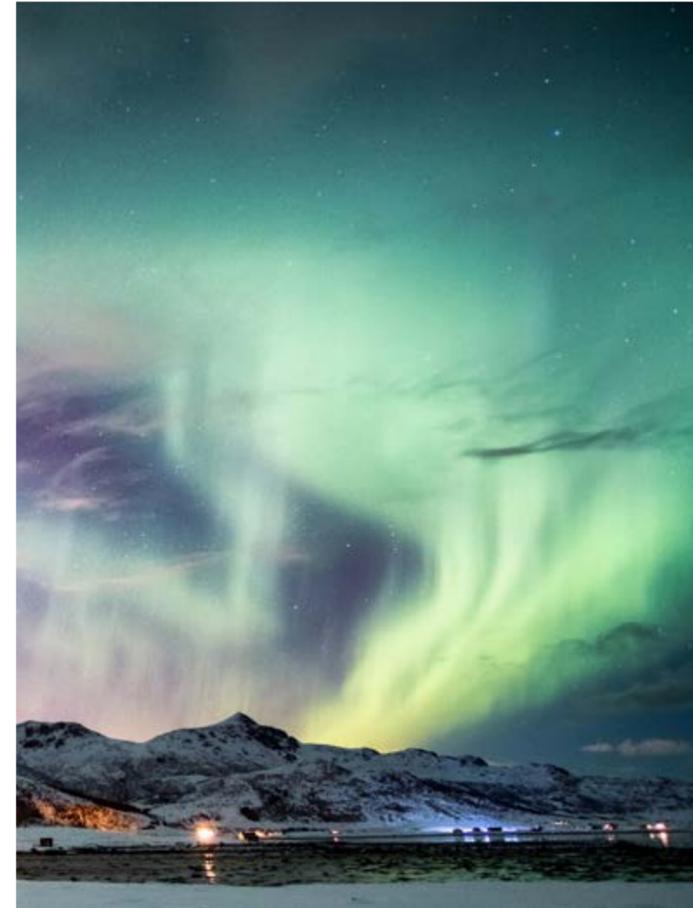
Don't underestimate your power. When your voice and actions are united with millions of others around the world, we can create an inclusive and impactful movement that is impossible to ignore.

Throughout April, we commemorate Earth Month with marches, rallies, volunteer events, and more. United together, we'll drive a year of energy, enthusiasm, and commitment to a sustainable and equitable future for our planet.

WELCOME TO THE WORLD'S LARGEST ENVIRONMENTAL MOVEMENT. WELCOME TO THE WORLD'S LARGEST ENVIRONMENTAL MOVEMENT. WELCOME TO THE WORLD'S LARGEST ENVIRONMENTAL MOVEMENT.

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# 2023 THEME

## INVEST IN OUR PLANET

This year, we rally behind the theme “Invest In Our Planet”, which highlights the importance of dedicating our time, resources, and energy to solving climate change and other environmental issues. Investing in our planet is necessary to protect it and the best way to pave a path towards a prosperous future.

When we **Invest In Our Planet** together, we are supporting healthy, happy, and wealthy communities worldwide.

Visit [EARTHDAY.ORG](https://www.earthday.org) to learn more and sign up for updates on our work.



# MORE WAYS TO

# INVEST IN OUR PLANET



### Plant Trees

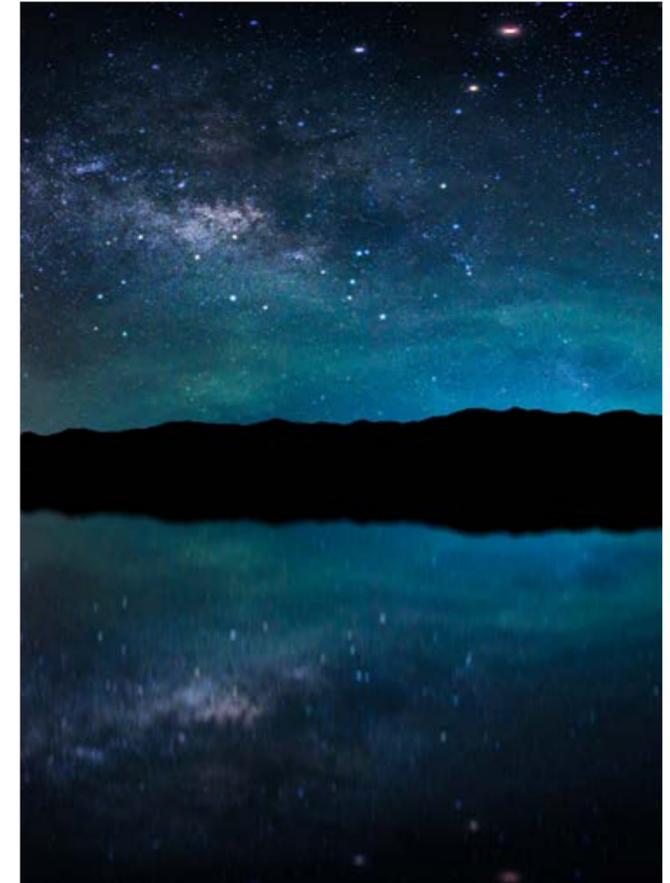
Our reforestation campaign has planted tens of millions of trees over the last decade, often for as little as \$1 per tree!



\*Click on the icons above to learn more about the many ways to invest in our planet and support our campaigns.

# PLAN YOUR OWN EVENT

It's easy to start your own Earth Day event! Click on the toolkits below for step-by-step instructions on how to organize an Earth Day activity for your community.



### 1. Select an appropriate site, date, and time

- Choose a public location for people to meet: a park, church, or a similar community site that is ideally accessible by public transportation or bicycle.
  - Select a date. TIP: Earth Day is on April 22nd
  - Select a Time: Depending on where you are, choose a time that allows for plenty of daylight and comfortable temperatures for volunteers. TIP: The time should reflect the needs of your community. If the rally is for students, is the meeting time after school hours?
  - If you are planning on leading a march, select an accessible walking route. See step 3 to learn more about blocking off roads. TIP: Plan your route around significant landmarks, like city hall or the courthouse.
- [Register your rally to list your event on our map](#) and connect it to our global network of volunteers

### 2. Organize a planning group

- Decide who will be organizing the rally. Whether it is your friends, your organization, or just you!
- Invite members from local government, civic organizations, clubs, homeowner associations, churches, and media to serve on the planning committee. TIP: Having a diverse coalition can help the event run well.
- Appoint site captains who will manage the event and designate roles so that the event goes well.

### 3. Obtain the proper licenses and permits

- Peaceful protest is a constitutional right under the First Amendment of the US Constitution. However, there are certain governmental restrictions that dictate the time, place, or manner of rallies and

protests.

- In general, protest organizers should be prepared to obtain a permit in advance through an application and a small fee. Tip: It may take up to 90 days in advance to obtain a permit, so start this research ahead of time.
- Each state has its own form of protest laws, and some individual municipalities and cities may also have varying laws.
- Speak with a local attorney or contact your representative to learn more about your city's rules and regulations.

### 4. Gather volunteers

- Register your rally to list your event on our map and connect it to our global network of volunteers
  - Advertise to your organization, family, friends, and/or community members
- TIP: people from different organizations and associations can help turn out volunteers and bridge community members through the rally ie: A reverend asking their ministry
- Online: Use Facebook or Eventbrite to create the event and manage volunteer sign-up, and share event information. Create a shareable flier to post to a wide range of social media platforms.
  - Offline: Put up posters around the neighborhood, on the elevator in your apartment building, on the bulletin board in your building or dorm, etc. Get creative and make sure to include the important details of the rally in your flier!

### 5. Line up support and supplies

- Decide if you want to host a poster-making session before the event or on the day of. An art build is a great way to facilitate community bonding and get to know other individuals

passionate about the environment before the main event. Bringing people together beforehand can increase commitment and turnout to the actual event.

- Ask local vendors and restaurants to donate food for volunteers. Be sure that contributors get credit for their donations in promotions.
- Gather supplies:
  - Poster supplies: poster board, markers
  - Water and snacks
  - First aid kit
  - Sunscreen and bug spray
- For larger events, a megaphone is helpful
- Print out fliers with QR codes to any petitions you want attendees to sign onto. We recommend our [petition to end plastic pollution](#), or you can make your own!

### 6. Start your rally day

- Closer to the date, check the weather, and plan to dress appropriately. Wear something you can comfortably move in!
- Send a reminder to all participants and key individuals that you hope to attend the night before or the day of.
- Invite local media outlets to cover the event and spread awareness.
- As a leader, arrive at the event early to set up before volunteers arrive.
- Have a check-in table and posters that are easily identifiable.
- Host an orientation and a brief safety talk once everyone has arrived.
- Direct your volunteers to sign a petition (we suggest using our petition to end plastic pollution, but you can also make your own)

### 7. Post to social media and follow up

- Take pictures throughout your rally and share them on Twitter and Instagram. Use handles #EarthDay and #InvestInOurPlanet
  - Share your images with local newspapers, magazines, and EARTHDAY.ORG at info@earthday.org
  - Write thank you emails to any cooperating government officials, businesses, and organizations.
- ### 8. Keep the momentum going after the rally. Share these resources with attendees to deepen the impact of your event:

- [Register to vote](#)
- Contact your local representative and encourage them to set achievable sustainability goals
- Sign our petition to end plastic pollution.
- Plan and participate in local cleanups – here is a link to find one near you
- Plant trees within your neighborhood and donate to The Canopy Project
- Make sure that your event is registered on the EarthDay event map to find more rallies, marches, cleanups, and other events.
- [Become a Volunteer](#) with EARTHDAY.ORG
- Become an Earth Day member
- [Take a quiz](#) to test your knowledge on individual action, climate and emissions, or conservation and restoration.
- Learn and understand the impacts of plastic pollution and make changes towards the movement to End Plastic Pollution.
- Divest from companies with a high environmental footprint, and instead invest ethically in sustainable companies—you'll be likely to make more money over time!

### **1. Select an appropriate site, date, and time**

- Choose a public location: a park, a river, or a similar community site that is ideally accessible by public transportation or bicycle.
- Select a date. TIP: Earth Day is on April 22nd and World Cleanup Day is on the Third Saturday in September).
- Select a Time: Depending on where you are, choose a time that allows for plenty of daylight and comfortable temperatures for volunteers. Most cleanups happen between 9:00am and 11:00am.

### **2. Organize a planning group**

- Decide who will be organizing the cleanup. Whether it is your friends, your organization, or just you!
- Invite members from local government, civic organizations, clubs, homeowner associations, churches and media to serve on a cleanup planning committee. Having a diverse coalition can help the event run well.
- Appoint site captains who will manage the event and designate roles to assure cleanup goes smoothly.

### **3. Gather volunteers**

- [Register your cleanup](#) so it appears on the Great Global Cleanup Map and is connected to our global network of volunteers
- Advertise your cleanup to your organization, family, friends, and/or community members

- TIP: people from different organizations and associations can help turn out volunteers and bridge community members through the cleanup; i.e.: A reverend asking their ministry)
- Online: Use Facebook or Eventbrite to create the event and manage volunteer sign up, and share event information.
- Offline: Put up posters around the neighborhood, on the elevator in your apartment building, on the bulletin board in your building, etc. Get creative!

### **4. Line up supplies and arrange for disposal**

- Ask for donations of trash bags, refreshments, and equipment. TIP: Local hardware stores are usually willing to donate these resources
- Coordinate with local waste management through a short phone call to ensure everything is being disposed of in accordance with rules and regulations.
- Be sure that contributors get credit for their donations in cleanup promotions
- Gather supplies:
  - Trash Bags or Buckets
  - Trash Grabbers
  - First Aid Kit
  - Gloves and Hand Sanitizer
  - Water/ Snacks
  - Table and chairs (we recommend two tables, one 6' and the other 4')

- Event Signage

- [Download and print this QR code](#) to have the attendees sign the Global Plastic Treaty petition

### **5. Start your cleanup day**

- Closer to the date, check the weather and plan to dress appropriately. Wear something you don't mind getting dirty!
- Send a reminder the night before or day off to all participants and key individuals that you hope to attend.
- Invite local media outlets to cover the event and spread awareness
- As a leader, arrive to the event early to set up before volunteers arrive

### **6. Orientation and safety talk**

- Safety is key. Two people make a team! Wear gloves, and closed toe shoes. Bring a hat, sunscreen & reusable water bottle
- Keep the environment safe. Vegetation is sensitive and wildlife is best kept wild
- What to remove:
  - Trash and Litter (Anything created by humans)
  - Recyclables
- What to leave:
  - Nature
  - Homeless Encampments
  - Dead Animals
  - Syringes, needles, and other hazardous

materials.

### **7. Dispose of the waste**

- Find a location to properly dispose of all of the waste you will clean up!
- Sort the waste into trash, recyclables, and hazardous waste.
- If you are unsure of where to dispose of any of this waste, contact your local municipality's waste department for further instruction.

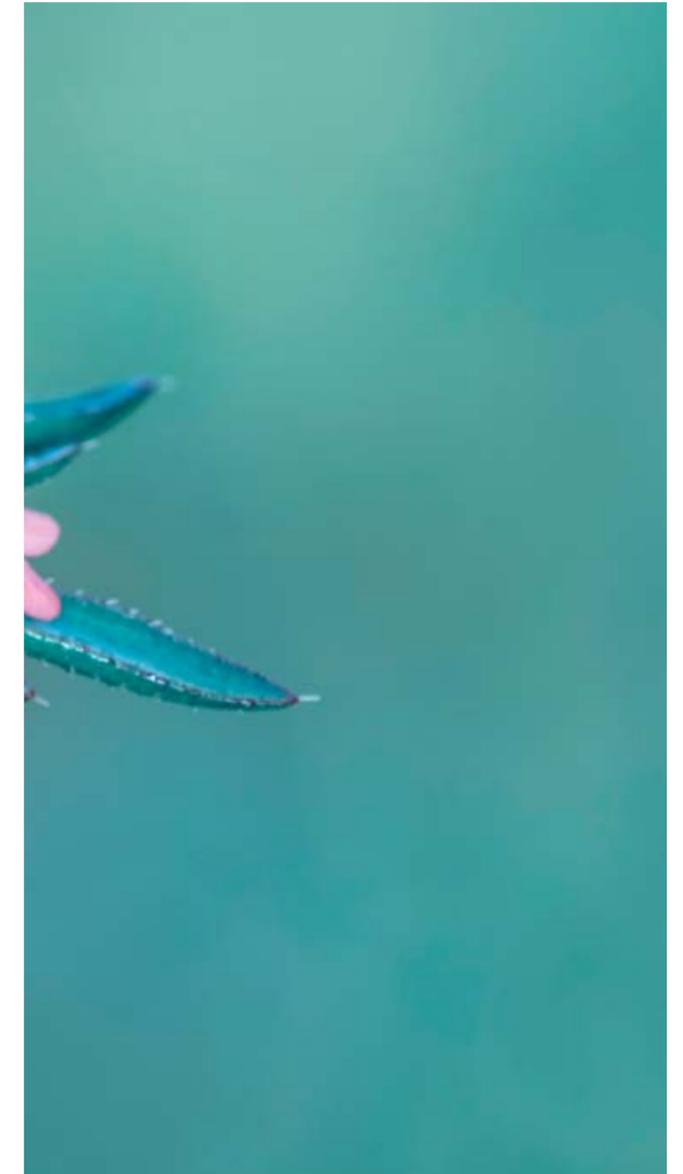
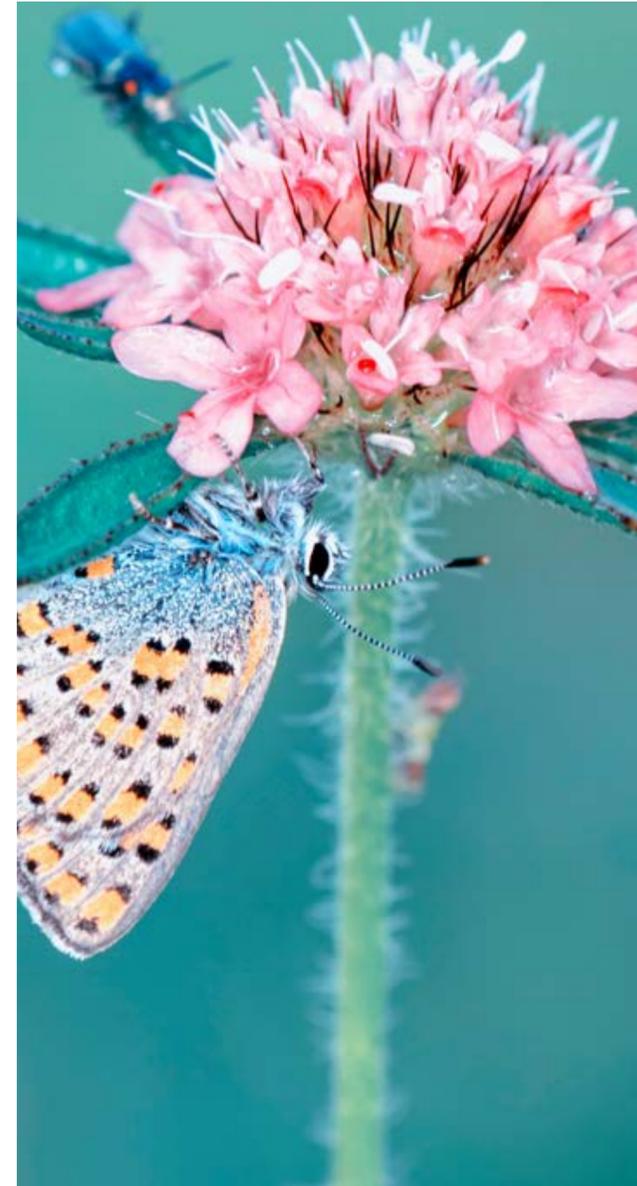
### **8. Following up**

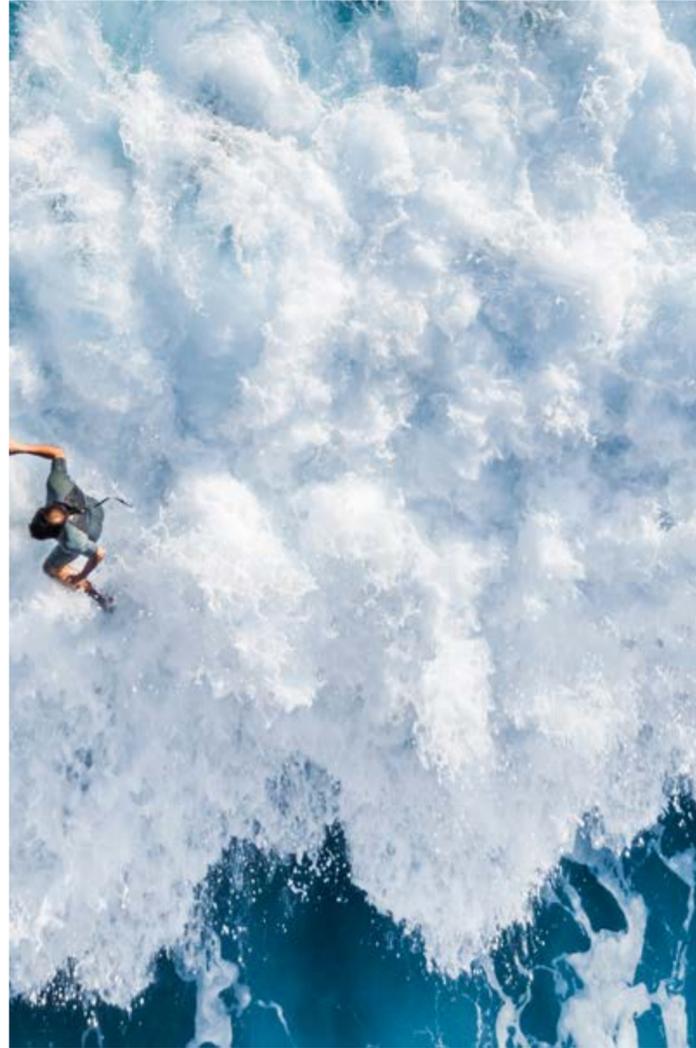
- Help us track trash and have your cleanup be recorded on our public map by reporting your cleanup
- Take pictures before and after your collection and share to twitter and instagram. Use handles #EarthDay #GreatGlobalCleanup, #TrashTag, and #Plogging. EARTHDAY.ORG will be re-posting content to our social media
- Post your event on social media. Tag us at @thegreatglobalcleanup on Instagram and TikTok.
- Share your images with local newspapers, magazines, and EARTHDAY.ORG
- Write thank you emails to any cooperating government officials, businesses, and organizations.
- Learn more about [EARTHDAY.ORG's Great Global Cleanup](#).

- Organize a teach-in to educate your peers or students about the importance of environmental action. Check out our [climate literacy resources](#) for an in-depth guide!
- Plant a pollinator garden using native species to support local populations of butterflies, bees, and other organisms that are critical to biodiversity.
- Form a community sustainability committee to create a happier, healthier, and wealthier environment for you and your neighbors.
- Help your family and friends register to vote using our [Vote Earth resources](#).

Be sure to [register any and all events you plan on the official Earth Day Map](#).

Post what you're doing this Earth Day and make sure to tag #EarthDay and/or #InvestInOurPlanet to possibly be featured on our social channels!





# EARTH DAY IDEAS FOR COMMUNITIES

**1**

## Universities

The future of civilization begins with higher education. The next generation of leaders are today's students, and it is essential students entering fields across all sectors are educated in how their work intersects with the climate and our environment. Students who implement sustainability in their careers are more likely to succeed, and universities who implement sustainability on campus and incorporate climate education in all classrooms are essential.

**2**

## Professors

- Plan a protest or volunteer event with your student organization! Make sure to [register your events on our Earth Day Map](#) to connect them to volunteers in your area and be recognized in the official commemoration of Earth Day 2023.
- Write a letter to your school administrators demanding your university take measures to improve campus sustainability and make climate investments.
- Host a tabling event in your university common area to educate your peers and get them involved in upcoming opportunities.
- Join the Climate Education Coalition and become an advocate for climate literacy in education policy. To join, email Johnny Dabrowski at [dabrowski@earthday.org](mailto:dabrowski@earthday.org)

**3**

## Students

- Make Climate a Class by planning a teach-in for your students on Earth Day. Visit our [Toolkit for Professors](#) or our [Education Resource Library](#) for inspiration to plan your lesson.
- Share our [Earth Day Map](#) and information on environmental events & volunteer opportunities with your students to help them get involved this Earth Day.
- Consider extra credit for participation to incentivize your students!

**4**

## Administrators

- Invest in a sustainable campus. Energy efficient buildings with sustainable water and heating systems will save your institution a significant amount of money and also contribute to a healthy climate. Cultivating a biodiverse, green space will create a healthy and enriching campus environment for your students.
- Support the global call for climate education by signing the [Climate Literacy Letter](#) on behalf of your institution.

# 5

## Home Owners

A sustainable home is a happy home. If you are a homeowner, Investing in Our Planet is essential to financial success. A home that is equipped with efficient power/water/heating systems, coupled with renewable energy, will save you thousands of dollars per year while drastically reducing your impact on the environment. With the newly passed Inflation Reduction Act, you could also be eligible for massive tax breaks when you implement sustainable home improvements.

- Learn about the tax opportunities for sustainable home improvements in the Inflation Reduction Act and make a plan to take advantage of these benefits this year.
- Install rooftop solar panels, explore ways of making your home energy efficient, and save

your family money.

- Install a smart thermostat to lower your energy consumption (and your heating bill!).
- Switch to LED lightbulbs to dramatically reduce the amount of power needed to light your home. LED lights last 100x longer than traditional light bulbs!
- Seal air and water leaks in your home to improve efficiency and reduce your utility bills.
- Install modern low-flow shower heads, saving carbon emissions, energy costs, and up to 15,000 gallons of water per person per year!
- Learn how to compost and reduce the carbon impact of food waste; plus, this will give you a free source of soil if you have a garden!
- Plant native species and pollinators to support biodiversity and beautify your

outdoor living space. If you want to keep some grass in the lawn, maintain it with an electric mower.

- Display a yard or window sign to showcase your commitment to sustainability and get your neighbors on board.
- Talk to your homeowners association about its current regulations related to climate and the environment. Discuss how the community can improve these policies.



## 6

## Parents

Every parent wants their children to grow into responsible, considerate, and successful adults. Commemorating Earth Day as a family is key to nurturing these values and ensuring that nature and sustainability are an important part of your child's identity.

- Have a conversation with your children about the importance of living sustainably and identify ways that your family can improve together.
- Work together as a family to implement as many of these [52 Actions and Tips](#) to make a difference.
- Take your family to a local cleanup, or start your own in the neighborhood or a nearby park!
- Plant a pollinator garden with your kids for a fun, impactful, and educational day outside.
- [Use our plastic calculator](#) with your kids and discuss how your family can reduce plastic consumption.

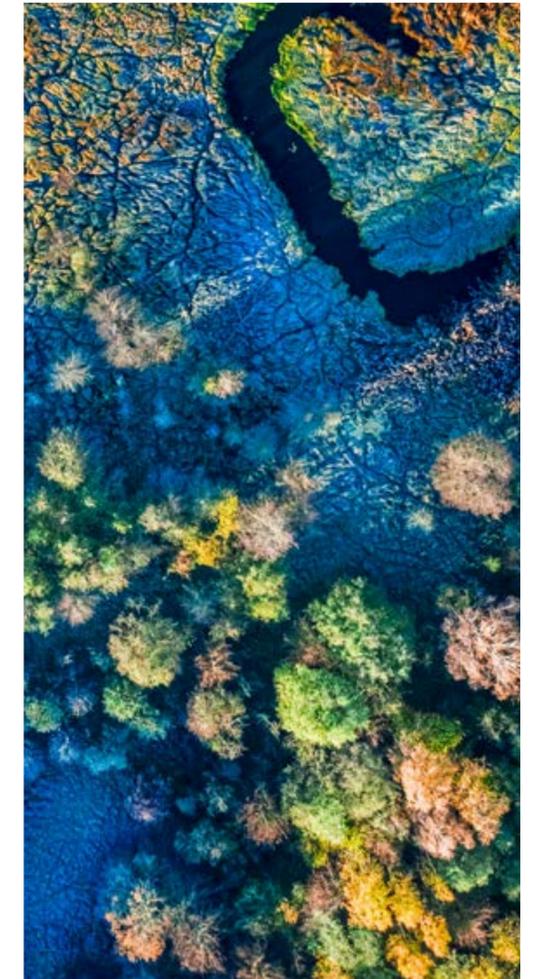
## 7

## Schools

Education is the foundation of a prosperous and thriving civilization. A successful society is one which respects nature, and these values are born in the classroom. Teachers and school administrators are in a unique position to nurture our children to grow into intelligent and responsible citizens. Every school can use Earth Day to ensure that environmental values are passed along to the next generation!

- [Register your institution as an Earth Day School!](#) Put your school on the map and ensure that your community's Earth Day efforts are recognized.
- [Become an Education Champion](#) by joining our global network of educators who work together to bring climate education to communities everywhere.
- Sign the climate literacy petition to advance environmental education worldwide:

- [Sign the petition on behalf of your school or organization](#)
- [Sign the petition as an individual](#)
- [Plan a teach-in](#) to educate your students about the climate crisis and how each of us can be part of the solution. Use our [Education Resource Library](#) to help guide the conversation.
- Use our [Climate Literacy Communications Toolkit](#) to spread the word about the importance of climate education in schools.
- [Visit our page for Climate and Environmental Literacy](#) to learn more about how schools are critical to a sustainable future.

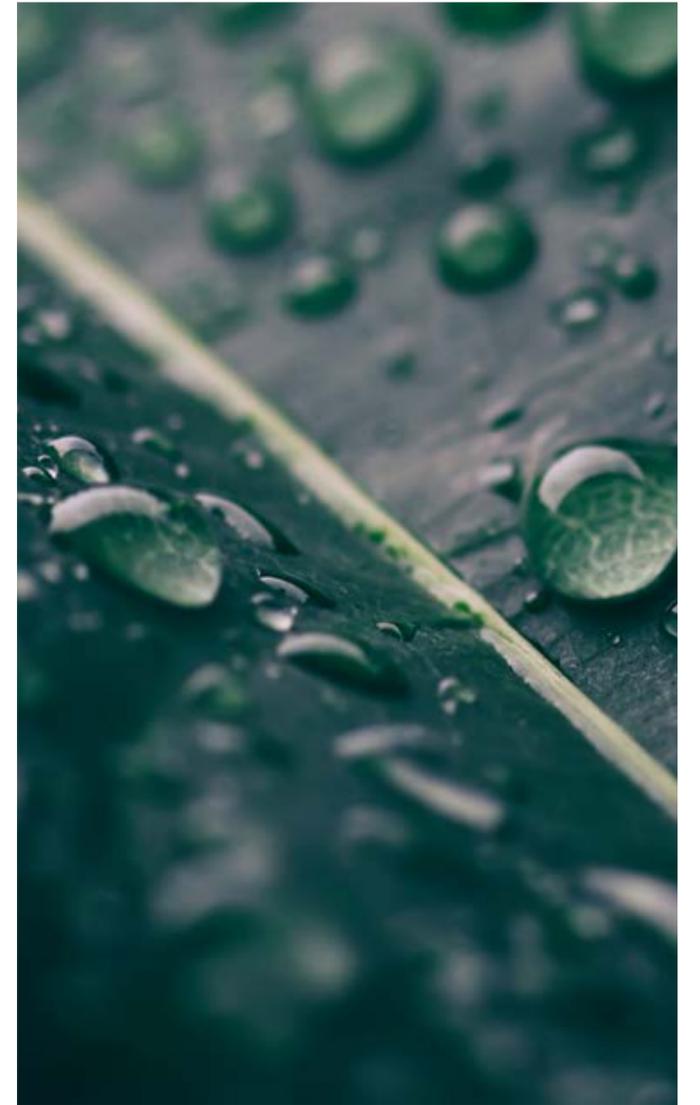


The business world is among the most significant emitters of greenhouse gasses and other pollutants. However, they are also in a position to profit significantly from a sustainable transition. When businesses Invest in Our Planet, they are aligning themselves with the modern economy, invariably leading to a more cost efficient, respected, and profitable enterprise. Companies that invest early and often are already seeing gains and are on track for prosperity in the 21st century.

- Invest in sustainable infrastructure for your business. A workplace that operates using renewable energy and has taken measures to ensure energy efficiency will see vast reductions in their operating costs, increasing the profit margin.
- Go paperless as much as possible. Electronic records are better maintained and are less resource intensive.
- Offer bike-to-work incentives or

work from home opportunities for employees, increasing quality of life and job satisfaction for your workforce while eliminating a significant source of carbon emissions from your business.

- Expand your sustainable investment portfolio. Institutions that have made these investments early and often are already seeing the returns, which continue to grow as the world inevitably transitions to a sustainable economy.
- Mitigate the carbon impact of your business [by planting a forest with the Canopy Project](#), our reforestation campaign that has collaborated with institutions including several major Fortune 500 companies to plant over \_\_\_\_ million trees in the last decade. Email Kathryn Stoddard, Chief of Marketing, at [stoddard@earthday.org](mailto:stoddard@earthday.org) for the best opportunities for your business to participate in the Canopy Project.



Local elected officials have the greatest opportunity to directly impact the quality of a city's air, land, water, and climate—the natural resources that their constituents depend on.

When city governments Invest in Our Planet, they are taking an essential step in securing a happy, healthy, and wealthy future for their community, all while saving millions of taxpayer dollars.

- Lead by example by implementing sustainable solutions in government buildings and institutions.
- Work with your department of parks and recreation to plan events such as cleanups, pollinator gardening, and habitat restoration for the community on Earth Day. Be sure to [register these events on our map](#).

As the world commemorates five years since the signing of the Paris Agreement, the United Nations has declared that officials at all levels of government, especially local leaders, should take stock of the progress they have made and adapt their plans for implementation by 2030. EARTHDAY.ORG is

partnering with ICLEI—Local Governments for Sustainability to support cities around the world in hosting their own Paris Agreement “local stocktake” event on or around Earth Day. Email Evan Raskin, National Campaign Manager, at [raskin@earthday.org](mailto:raskin@earthday.org) to get involved.

- Set high building efficiency standards for development projects and building upgrades.
- Develop and implement a plan for all public transportation to run on renewable energy.
- Mandate green roofs for all buildings and plant trees to protect human health, conserve natural spaces, and mitigate climate impacts.
- Significantly expand or create pedestrian and bicycle-only zones in the city.
- Establish a carbon pricing or taxing scheme.
- Launch a major clean energy or green infrastructure project, taking climate justice into account.
- Develop a biodiversity protection strategy & establishing green corridors for wildlife in your city.
- Expand or create significant stretches of

new green spaces, especially in marginalized and low-income areas.

- Revitalize waterfronts to mitigate pollution and beautify communities.
- Ban or tax single-use plastics, especially those used in food serviceware and create a Zero Waste or Circular Economy plan.
- Pass stricter clean water and clean air ordinances.
- Expand access to recycling and composting services.
- Create catchment basins and place nets around drainage pipes to stop waste from polluting waterways.

## 10 Faith Leaders

Houses of worship bring people together and form communities bonded by shared values. As a faith leader, you are in an essential position to foster the community's identity and guide their values. Every religion and spiritual practice includes the call for humanity to act as stewards of creation—on Earth Day, bring your congregation together to ensure that your community is united in protecting nature.

- Form a sustainability committee composed of clergy and/or lay leaders, who will guide the congregation's implementation of sustainable improvements and plan

- environmental volunteer activities for the community.
- Organize a volunteer event for your congregation. Popular events for houses of worship include community cleanups and planting intergenerational pollinator gardens.
- Discuss the spiritual call to protect nature in a sermon on or near Earth Day, April 22.
- Make sustainable improvements to your house of worship, such as the suggestions found in the "Homeowner" section.
- A more energy efficient congregation will save money, which can be used to support the community and further the mission of your faith.

## 11 Community Groups

Are you part of a community organization such as a running team, garden club, or fishing group? Bring your organization together for Earth Day and give back to the public spaces that your group calls home.

- Host a cleanup event in a park that your club typically meets in.
- Take time at your next meeting to discuss how to improve the sustainability of your club's activities.
- Attend a local march or rally as a group.

## 12 Senior Activists

Our senior activists are a respected source of wisdom and guidance for our families and communities. This Earth Day, make a valuable contribution to conserving our common home.

- [Donate to the Canopy Project](#) to plant a forest in your family's name for as little as \$1 per tree.
- [Call your mayor](#) and tell them to support healthy communities by Investing in Our Planet.
- Hold a conversation with your family on the importance of sustainability and climate action.



## 13

### Creators

Content creators and artists play a critical role in communicating the importance of climate action. Share your vision and inspire the public to make a difference!

- Create posters, banners and other art for nearby protests and rallies.
- Host a charity art auction and donate the proceeds to tree planting with the Canopy Project.
- Make posts and reels on Instagram/TikTok/Facebook encouraging your followers to volunteer, attend events, and become advocates for the planet.
- Be sure to share on social media using the hashtags #EarthDay and #InvestInOurPlanet

## 14

### Non-Profit Organizations

- NGOs and civil society organizations play a vital role in the success of Earth Day! Climate and the environment are relevant to every nonprofit mission, join us in building a more sustainable, equitable future for communities everywhere! Your audience cares about making the world a better place; this April mobilize them to come together on Earth Day and advocate for our common goals!
- Plan a community event for your audience! Use the guides contained in this toolkit to plan a cleanup, a march or rally, or another volunteer event to help communities Invest in Our Planet.
- As a nonprofit organization,

your voice is especially powerful when it comes to advocacy. Organize a petition or letter writing campaign for your audience to sign onto and demand change from businesses, elected officials, or other decision makers!

- Use your media platform to spread the word about the importance of being an engaged member of the community; use the hashtags #EarthDay and #InvestInOurPlanet on socials.



# WE LOOK FORWARD TO SEEING YOUR EARTH DAY EVENTS.

Be sure to [register any and all events you plan on the official Earth Day Map](#).

Post what you're doing this Earth Day and make sure to tag #EarthDay and/or #InvestInOurPlanet to possibly be featured on our social channels!

