



Earth Day
Activation Kit

Ready-to-go resources to activate your people, fast.

Rally your people — *quickly and easily* — for Earth Day

Launching a giving or volunteering initiative is time-consuming. From deciding which causes to support, to writing content and sourcing images, there are a lot of moving pieces.

If you'd love to create an initiative for **Earth Day** on April 22, but don't have a lot of time, this activation kit will help.

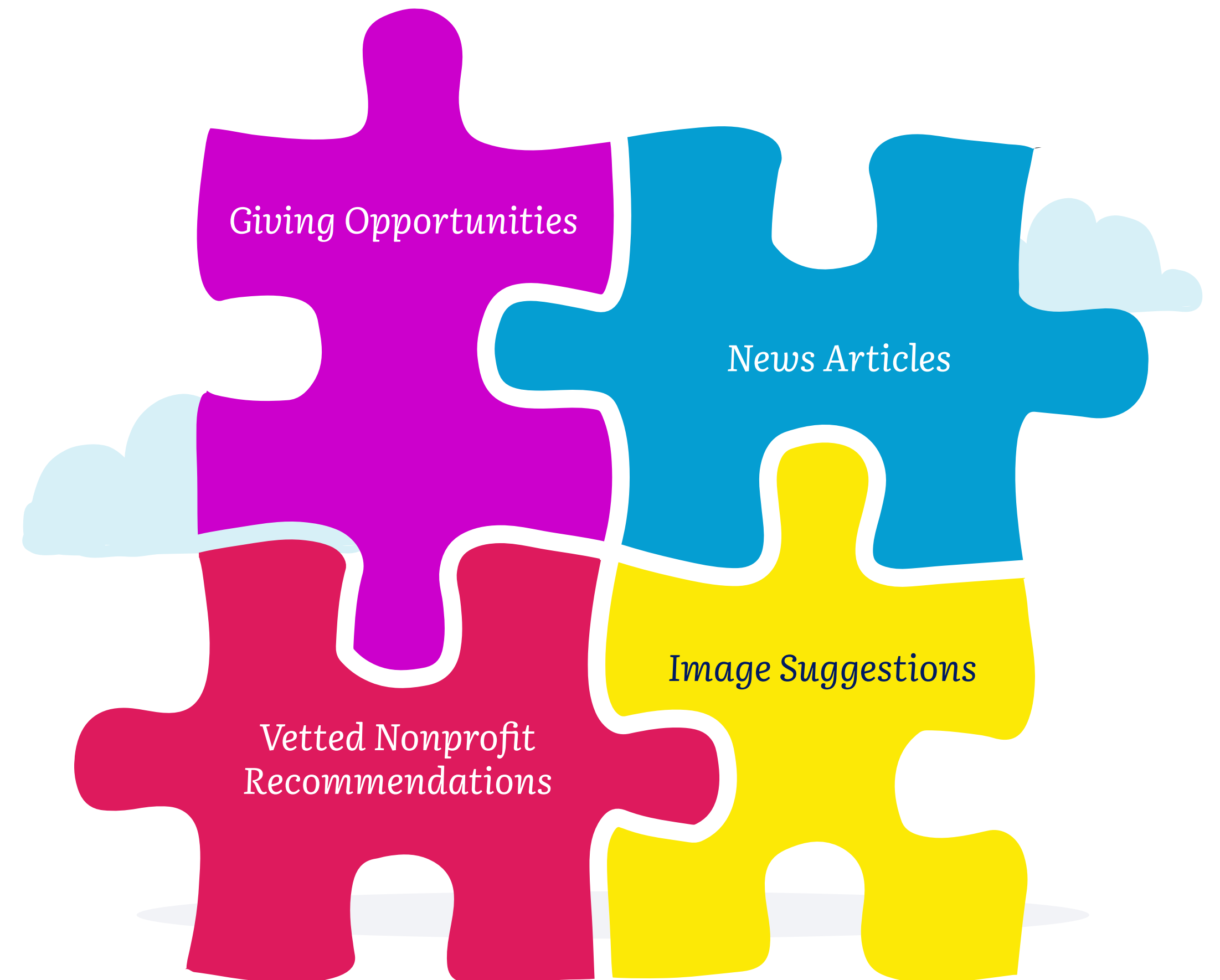


Try Benevity's *activation kits*

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates — saving you time, so you can focus on maximizing impact.

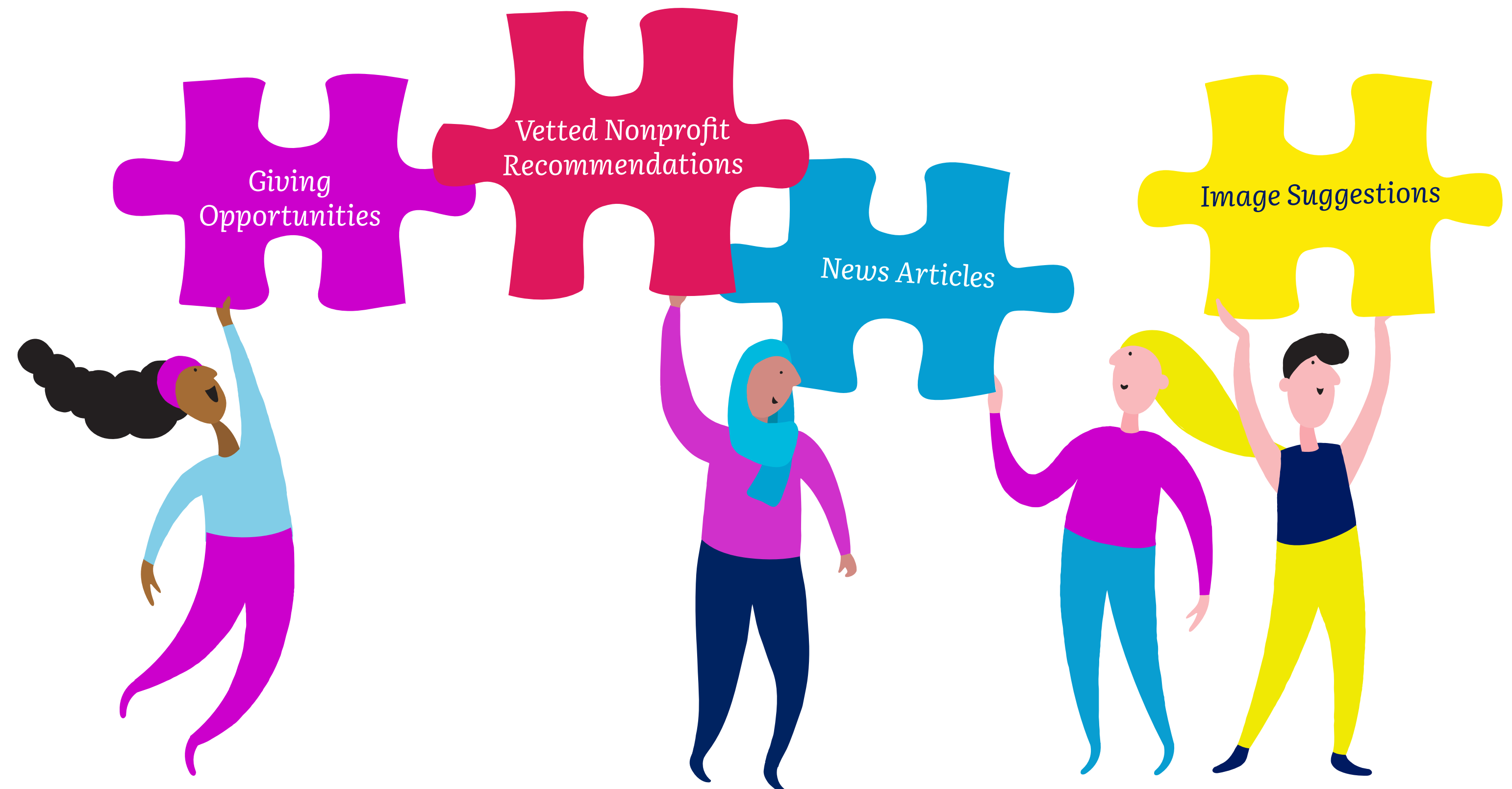
With the ready-to-go, expertly curated content in this activation kit, your team will be fully prepared to support **Earth Day** on April 22!

Developed by Benevity's expert content team, the **Earth Day Activation Kit** includes:



Your *Earth Day* Activation Kit includes ...

- Pre-written **giving opportunities** focusing on supporting major climate action and conservation causes ... [page 5](#)
 - United States ... [page 7](#)
 - Canada ... [page 8](#)
 - Australia ... [page 9](#)
 - United Kingdom ... [page 10](#)
- **Recommended nonprofits** ... [page 11](#)
- **News articles** featuring Earthday.org activities ... [page 14](#)
- **Image suggestions** to punch up your communications ... [page 20](#)



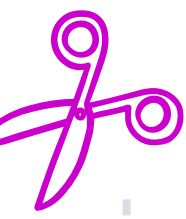
Giving Opportunities

A note to *program leaders* ...

The next four pages include templates for **Earth Day** giving opportunities for the United States, Canada, Australia and the United Kingdom that you can use in your communications with your people.

You can also customize giving opportunities based on what resonates with your people and addresses your communities' needs, but these templates are a great place to start.





Make a Difference to Our World on Earth Day

Let's fight for worldwide change alongside more than a billion people

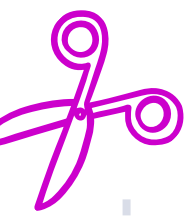
Every year, we break records in the worst possible way. We have hotter temperatures, more climate-related disasters, more pollution and less time to solve the crisis we created. Searching for solutions can feel overwhelming, but your voice and your actions are powerful, and you have a billion people to back you up. Earth Day 2022 is April 22, and more than a billion people will use it to make a difference, to speak out and to champion worldwide change.

This year's theme is Invest in Our Planet. It acknowledges the amazing work of people, but stresses the essential role of companies. When companies get involved, this amplifies the progress made by individuals. As Earthday.org explains, "Private sector innovation (with public support) accelerates the kind of rapid change we need, like nothing else." When companies commit to this cause, they themselves benefit, with greater profits and happier employees. Everyone can win. We also know that when companies and governments respond, they do so because people like you responded first.

Our world needs our help this Earth Day (and every day)! Let's find out what a billion motivated, inspired people can do.

Your donation to this giving opportunity will help:

- **Earth Day Network** work with more than 150,000 partners in over 192 countries to drive positive action for our planet
- **Environmental Defense Fund** bring problem-solvers together and take action on climate, energy, ecosystems, oceans and health with know-how and insight
- **Friends of the Earth** change the rules of economic and political systems that create injustice and destroy nature
- **Natural Resources Defense Council** safeguard Earth and the natural systems on which all life depends
- **WWF** conserve nature and reduce the most pressing threats to the diversity of life on Earth



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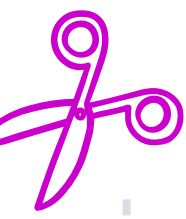
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- **David Suzuki Foundation** empower people to take action in their communities on the environmental challenges we collectively face
- **Environmental Defence Canada** defend clean water, a safe climate and healthy communities
- **Friends of the Earth / Les Amis de la Terre** confront polluters and hold governments to account for their environmental promises
- **Nature Conservancy of Canada** deliver large-scale, permanent land conservation
- **WWF-Canada / Fonds mondial pour la nature Canada** conserve species at risk, protect threatened habitats and address climate change



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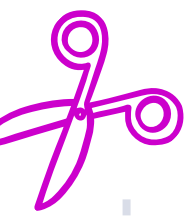
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- **The Nature Conservancy Australia** conserve the lands and waters on which all life depends
- **WWF-Australia** stop the degradation of the planet's natural environment and build a future in which humans live in harmony with nature



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- **The Climate Change Organisation** drive climate action, for a world of net-zero carbon emissions by 2050, with greater prosperity for all
- **Environmental Defense Fund Europe** use science and different perspectives to make the environment safer and healthier for us all
- **Friends of the Earth Charitable Trust** protect the natural world and the well-being of everyone in it, and drive real solutions to the environmental problems facing us all
- **WWF-UK** take action for our world, save our one shared home and create a better future for us all



Vetted Nonprofit *Recommendations*

Support the *causes you care about* ... with confidence

Screening and selecting nonprofits takes a lot of careful work. And Benevity does it for you. Rest assured that each organization we recommend through our platform — from local food banks to international water conservation associations — undergoes a rigorous, multi-step review process.

Benevity's Cause Engagement and Cause Operations teams research, evaluate and recommend causes based on:

- ✓ Up-to-date regulatory information and program eligibility
- ✓ Self-certification declarations
- ✓ Completed automated clearing house payments/electronic funds transfer details
- ✓ Rigorous vetting against multiple watchlists (adverse media, politically exposed persons)
- ✓ Regular follow-up to ensure causes remain in good standing

Benevity gives your people access to nearly 2 million vetted causes globally.

United States

Earth Day Network

- Washington, DC
- Charity ID: 840-133798288

Environmental Defense Fund

- New York, NY
- Charity ID: 840-116107128

Friends of the Earth

- Washington, DC
- Charity ID: 840-237420660

Natural Resources Defense Council

- New York, NY
- Charity ID: 840-132654926

WWF

- Washington, DC
- Charity ID: 840-521693387

Canada

David Suzuki Foundation

- Vancouver, BC
- Charity ID: 124-127756716RR0001

Environmental Defence Canada

- Toronto, ON
- Charity ID: 124-118830835RR0001

Friends of the Earth / Les Amis de la Terre

- Ottawa, ON
- Charity ID: 124-118933001RR0001

Nature Conservancy of Canada

- Toronto, ON
- Charity ID: 124-119246544RR0001

WWF-Canada / Fonds mondial pour la nature Canada

- Toronto, ON
- Charity ID: 124-119304954RR0001

Australia

Nature Conservancy Australia, The

- Carlton South, VIC
- Charity ID: 036-83243328398

WWF-Australia

- Sydney, NSW
- Charity ID: 036-57001594074

United Kingdom

Climate Change Organisation, The

- London, England
- Charity ID: 826-1102909

Environmental Defense Fund Europe

- London, England
- Charity ID: 826-1164661

Friends of the Earth Charitable Trust

- London, England
- Charity ID: 826-281681

WWF-UK

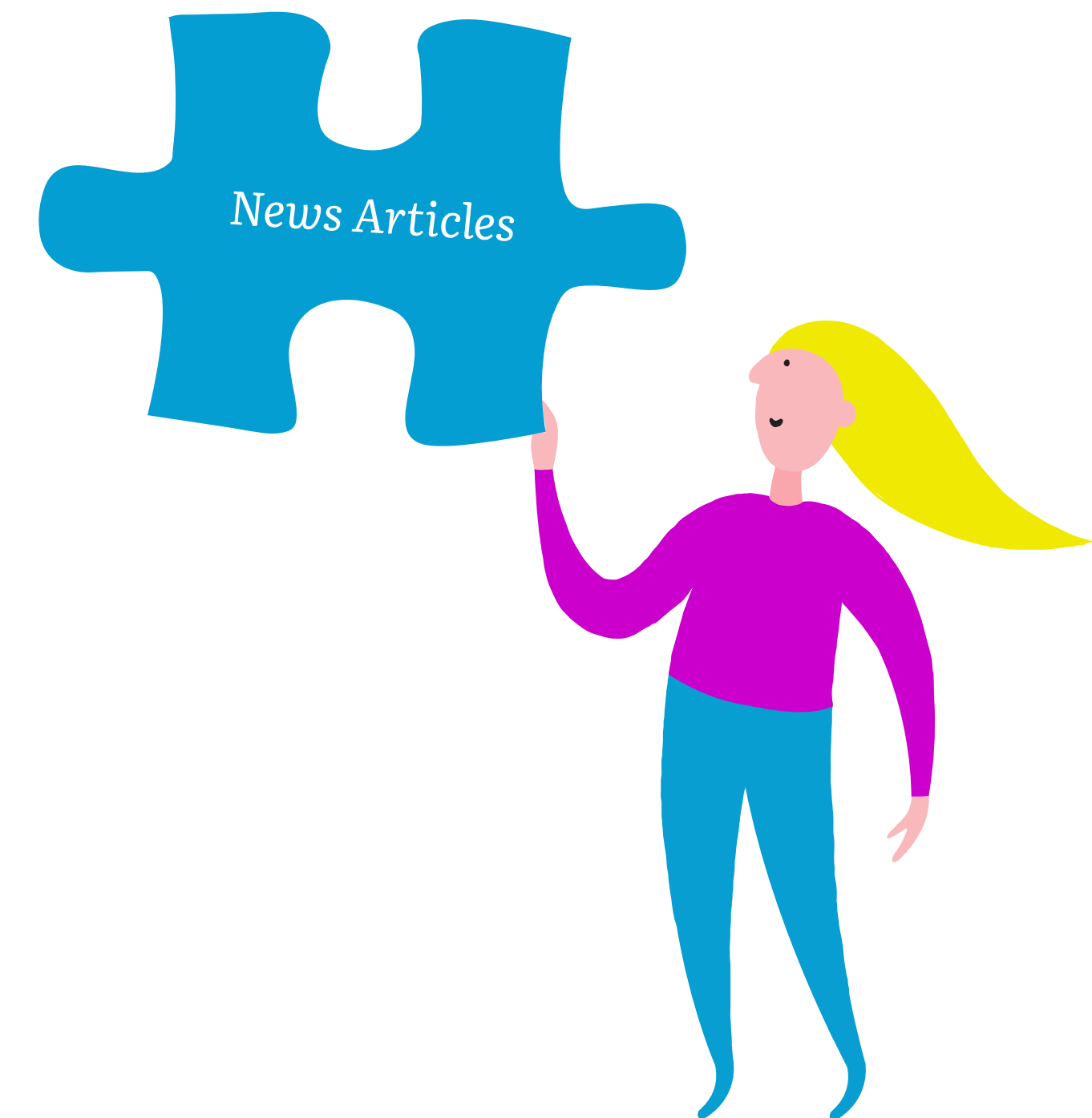
- London, England
- Charity ID: 826-1081247

News Articles

A note to *program leaders* ...

The next four pages include news articles featuring activities to help your people engage in action for **Earth Day 2022**. These climate action activities are from Earthday.org, and many of these ideas continue beyond Earth Day. There's also a news article you can use to connect with giving opportunities for nonprofits doing great climate-related work. You can adapt any of these news articles to your program's specific needs.

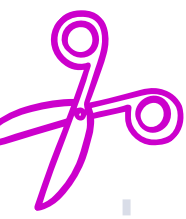
Stay tuned! We're releasing more sustainability content later in 2022. This is an important topic and we're excited to share more ideas and initiatives with you.





Tip

Use this template in your communications



Plant Trees Around the Globe

We have at our disposal an incredible and natural solution to reducing CO₂ in the atmosphere, but, sadly, we're destroying that solution. When trees absorb carbon dioxide from the atmosphere, they provide a vital contribution to our efforts to reduce greenhouse gases and improve the quality of the air we breathe. Despite this, approximately 18 million acres of forest are lost every year. In the past 100 years, the world's forests have lost about 20% of their coverage.

Since 2010, Earthday.org has planted tens of millions of trees with The Canopy Project. As they explain, "Reforestation is one of the most important and accessible ways that people can contribute to solving the challenges of climate change."

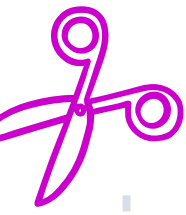
They are reforesting areas in desperate need of rehabilitation. As an individual, you can plant a tree for as little as \$1. As a company, you can invest in our planet by contributing to this powerful and valuable initiative.

[Learn more about The Canopy Project at Earthday.org](https://www.earthday.org/canopy-project)



Tip

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your communications



We All Want To Live in a Beautiful World

We have a big problem with waste. We produce vast amounts, but we don't have a plan for how to safely deal with it all — 79% of the plastics we've produced have accumulated in the natural environment or landfills. Waste is in our air, our water and our food. It's unhealthy for our planet and it's unhealthy for us. We all want a beautiful world and it's getting a little uglier every day.

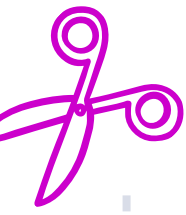
We can work with Earthday.org to clean it up. They are gathering individuals and groups as part of The Great Global Cleanup. It's a worldwide campaign to "remove billions of pieces of trash from neighborhoods, beaches, rivers, lakes, trails, and parks." This initiative protects the environment, builds community, reduces waste, reduces pollution, protects wildlife and takes us a step closer to a greener, cleaner world.

[Learn more about The Great Global Cleanup at Earthday.org](https://www.earthday.org)



Tip

Use this template in your communications



Let's Ensure Today's Children Are Tomorrow's Environmental Champions!

The more we understand the world, the more we can help the world. It's vital that we all improve our knowledge of climate science and ensure that the next generation hears this message too. The Climate and Environmental Literacy Campaign from Earthday.org champions the importance of climate and environmental education for all children, everywhere. As they explain, our world needs "a generation of citizens, workers, and leaders who really understand why and how to stop climate change."

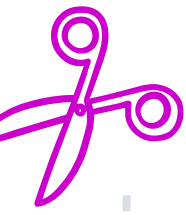
You can support this campaign by promoting literacy initiatives, contacting key organizations and engaging with government. You can add your voice to those who understand how important this knowledge is for all our futures. The Climate and Environmental Literacy Campaign helps to prepare students for challenges they will face in their lifetime and explains our role in supporting environmental literacy. Let's make sure students receive the skills they need for success in the world they will inherit.

[Learn more about the Climate and Environmental Literacy Campaign at Earthday.org](https://www.earthday.org/campaigns/climate-and-environmental-literacy-campaign)



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Make a Difference to Our World on Earth Day

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[LINK TO GIVING OPPORTUNITY]



Image Suggestions

Tell a richer story ... with *images*

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. The next page contains images we've handpicked in support of Earth Day. Click each image to visit Getty Images and license it.





Making an Impact Made Easy

Quality content like this activation kit is a key contributor to campaign success. For our clients who use Spark, Benevity's employee engagement platform, activation kits are proven participation drivers.

Did you know?

Spark clients who have used our pre-written news items have seen participation in their campaigns double. They also receive access to imagery that's already licensed, so it's even faster to get campaigns off the ground.

These are just a couple of the many ways Benevity's Spark platform makes it easy for your company to dramatically increase employee engagement and social impact.

See how activation kits work seamlessly in Spark.

Book a Demo Today!

Share these news articles in your communication templates for
Earth Day

Make a Difference to Our World on Earth Day

Published March 10, 2022

Every year, we break climate records in the worst possible way. Searching for solutions can feel overwhelming, but you have ...

[▶ READ FULL ARTICLE](#)



We All Want To Live in a Beautiful World

Published March 10, 2022

We have a big problem with waste. We produce vast amounts, but we don't have a plan for how to safely deal with it all — 79% of the plastic ...

[▶ READ FULL ARTICLE](#)





Good luck with your Earth Day campaign!

Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 22 languages, Benevity has processed more than \$8 billion in donations and 43 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 530,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).