



**FOR THE
PLANET**

Selling your boss on membership

A GUIDE →

When we think about the enormity of our impact and the complexity of the challenges we face, it is easy to become cynical or to feel overwhelmed and helpless.

“We’ll do it when we’re more established,” “let’s hit X revenue first” or “maybe next year when things are more stable.”

The usual stuff you tell yourself when something is the right thing to do but the timing never feels quite right.

Because the needs are immediate, now is the time to take action.

1% for the Planet offers a tangible, proactive way to become part of the solution.

Don’t just take our word for it; **here are the facts.**

Charity donations boost employee engagement.

47% of employees said that it increases their willingness to go the extra mile for their employer.

(CAF)

54% of employees said that working for an employer who supports charities increases their sense of pride in working there.

(CAF)

Gen Z broke the marketing funnel. Sustainability is the key to connecting.

2/3 of Americans say they’re willing to pay more for sustainable products.

(Ceres)

Customers pay more for brands with purpose.

54% of Gen Z lean toward brands that make them feel a part of a community.

(Simon-Kucher)

Being a 1% for the Planet Member is good for your **business**, good for the **planet** and good for your **employees**.

Citizen Watch saw a **54% YoY increase in sitewide sales** after prominently including the 1% for the Planet logo across their Earth Month campaign.

We've certified **more than \$870 million** in environmental giving to date.

70% of 1% for the Planet members saw year-over-year revenue growth.

HR Magazine reports that **51% of employees feel more loyal to their employer** when they donate to charity.

1% for the Planet Member Green Spoon Sales found that **60% of employees strongly agreed that its employee volunteer program enhanced company culture**.

Over 8,000 vetted environmental partners worldwide.



We give back in
order to **survive.**

—BRAD LISKI, CEO OF TRU EARTH





Ready to take the next step?

Fill out [our interest form](#) or email us at membership@onepercentfortheplanet.org and start our turnkey program and simple path to environmental impact.

