



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 nonprofits to support to writing content and sourcing images, there are lots of moving pieces.

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



Give our activation kits a try

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 ready-to-go, expertly curated content, your team will be fully prepared to rally support for **Earth Day** on April 22!

Developed by Benevity's expert content team, the **Earth Day** activation kit includes:



Giving and volunteer
opportunities



News articles



Image suggestions



Vetted nonprofit
recommendations

Your activation kit includes:

- ✔ **A note to program leaders** – [page 5](#)
- ✔ **Giving opportunities** – [page 6](#)
- ✔ **Volunteer opportunities** – [page 12](#)
- ✔ **Vetted nonprofit recommendations** – [page 15](#)
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A note to program leaders

- Earth Day 2024 is April 22.
- The theme of Earth Day 2024 is Planet vs. Plastics. You can adapt your campaign to focus on other aspects of environmentalism if it's a better fit for your company.
- This document includes a giving opportunity, a news item and a volunteer opportunity for the U.S., Canada (English), Canada (French), the UK and Australia.
- You can use all the recommended nonprofits or focus your campaign on some of them.
- Sources used in the development of this kit:
 - [Earth Day Network](#)
 - [National Geographic](#)
 - [National Geographic Kids](#)

Giving opportunities





Join a billion people and take action on Earth Day

You can honor Earth Day in the way that speaks to you.

National Geographic describes Earth Day as an annual celebration that “raises awareness of the need to protect Earth’s natural resources for future generations.” What started in 1970 is now an annual event in which a billion people participate. This year’s theme is Planet vs. Plastics. It draws attention to the waste in single-use plastics, un-recycled bottles, overproduction in the fashion industry and more. As the Earth Day Network explains, “[This] is a call to arms, a demand that we act now to ... safeguard the health of every living being upon our planet.”

There are many ways to honor Earth Day – join a community cleanup, conserve water, plant a tree or take public transit. You can also respond to this year’s theme by changing your everyday habits and reducing plastic waste. Take action in the way that speaks to you, knowing that you’re one of a billion people choosing to make a difference on this day.

When you support this giving opportunity, you help organizations protecting our planet, including those leading the way in reducing plastic waste.

- **Earth Day Network:** Mobilizing over 1 billion people annually on Earth Day and everyday to protect the planet.
- **Surfrider Foundation:** Fighting for plastic reduction, ocean protection, beach access and clean water.
- **The 5 Gyres Institute:** Advancing and advocating for high-impact policies that will reduce the harm of plastic pollution, and accelerating science-based solutions.
- **Natural Resources Defense Council:** Working to safeguard the earth – its people, its plants and animals, and the natural systems on which all life depends.



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- **Mind Your Plastic:** Changing consumer behaviour, corporate and public policy, and fostering solutions to plastic pollution.
- **Surfrider Foundation Canada:** Reducing the impact of plastics, and protecting the health and sustainability of our planet’s most precious resource.
- **Friends of the Earth / Les Amis de la Terre:** Standing on guard for Mother Earth and her people.
- **Environmental Defence Canada:** Defending clean water, a safe climate and healthy communities.



Joignez-vous à un milliard de personnes et passez à l'action à l'occasion du Jour de la Terre

Vous pouvez honorer le Jour de la Terre de la manière qui vous convient le mieux.

National Geographic décrit le Jour de la Terre comme une célébration annuelle qui nous « sensibilise à la nécessité de protéger les ressources naturelles de la Terre pour les générations futures ». Ce qui a commencé en 1970 est maintenant un événement annuel auquel participent un milliard de personnes. Le thème de cette année est : « Planète contre Plastiques ». Il attire l'attention sur le gaspillage causé par les plastiques à usage unique, les bouteilles non recyclées, la surproduction dans l'industrie de la mode et sur d'autres problèmes. Comme l'explique le réseau du Jour de la Terre : « [C'est] un appel aux armes, une demande d'agir maintenant pour [...] sauvegarder la santé de chaque être vivant sur notre planète. »

Il y a de nombreuses façons d'honorer le Jour de la Terre. Vous pouvez participer à un nettoyage dans votre communauté, économiser l'eau, planter un arbre, utiliser les transports en commun, etc. Vous pouvez également réagir au thème de cette année en changeant vos habitudes quotidiennes et en réduisant vos déchets plastiques. Agissez de la manière qui vous convient le mieux et faites partie du milliard de personnes qui choisissent ce jour pour changer les choses.

En faisant un don à cette occasion, vous aidez des organismes qui protègent notre planète, y compris ceux qui montrent l'exemple pour la réduction des déchets plastiques.

- **Mind Your Plastic** : œuvre à changer les comportements des consommateurs, les politiques des entreprises et les politiques publiques, et à promouvoir des solutions à la pollution plastique.
- **Surfrider Foundation Canada** : travaille pour réduire l'impact des plastiques et protéger la santé et la durabilité de la ressource la plus précieuse de notre planète.
- **Les ami(e)s de la Terre (Friends of the Earth)** : monte la garde pour la Terre nourricière et son peuple.
- **Environmental Defence Canada** : protège l'eau propre, le climat sain et les communautés en bonne santé.



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When you support this giving opportunity, you help organisations protecting our planet, including those leading the way in reducing plastic waste.

- **Friends of the Earth:** Protecting nature and wildlife everywhere, and creating change.
- **Ocean Generation:** Empowering an inclusive global movement to tackle ocean threats through science and storytelling.
- **Surfers Against Sewage:** Campaigning for clean oceans, rivers and lakes for wildlife and people.
- **Young People’s Trust for the Environment:** Creating a better future by inspiring young people to look after our world.



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- **The Surfrider Foundation Fund:** Fighting for plastic protection, ocean protection, beach access and clean water.
- **Clean Up Australia:** Inspiring and mobilising communities to improve and conserve our environment, eliminating litter and ending waste.
- **Plastic Oceans Australasia Fund:** Creating a “wave of change” to hasten the reduction of plastic pollution.
- **Take 3:** On a mission to rid the oceans of plastic pollution.

Volunteer opportunities





Volunteer for Earth Day and join a powerful, worldwide movement

Earth Day, the largest civic event on the planet, inspires a billion people to take action every year on April 22. Although there are many ways for you to participate, one of the most popular is to join a local cleanup with people nearby to improve the beauty, health and safety of your community.

The Great Global Cleanup, an EARTHDAY.ORG initiative, is a worldwide campaign to “remove billions of pieces of trash from communities, beaches, rivers, lakes, trails, and parks.” As they explain, “Cleanups are a fun and easy way to amplify your impact on Earth Day and every day.” Wherever you live, you can gather with others in your community and be part of a powerful, worldwide movement.

Read more about The Great Global Cleanup and how to register or join a clean up in your community on the [Earth Day Network website](#).



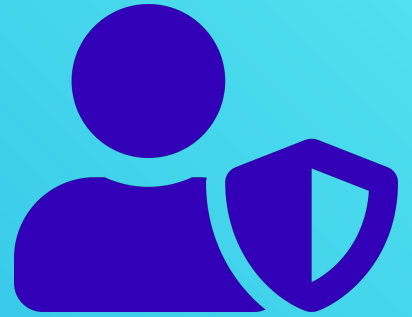
Faites du bénévolat pour le Jour de la Terre et joignez-vous à un mouvement mondial puissant

Le Jour de la Terre, le jour férié le plus célébré de la planète, inspire les gens chaque année. Un milliard de personnes passent à l'action le 22 avril. Il existe de nombreuses façons de rendre service à la Terre, mais l'une des plus populaires est de participer à un nettoyage dans votre région. En faisant du bénévolat de cette façon, vous contribuez à améliorer la beauté, la santé et la sécurité de votre communauté. C'est aussi une occasion de rencontrer des gens qui habitent près de chez vous et de créer des liens.

Le réseau du Jour de la Terre (EARTHDAY.ORG) encourage et coordonne de telles actions communautaires dans le cadre de son initiative « Great Global Cleanup », le grand nettoyage mondial. Il s'agit d'une campagne mondiale visant à « retirer des milliards de déchets des quartiers, des plages, des rivières, des lacs, des sentiers et des parcs ». Comme ils l'expliquent : « Les nettoyages sont un moyen amusant et facile d'augmenter votre impact lors du Jour de la Terre et tous les jours. » Où que vous viviez, vous pouvez vous réunir avec d'autres personnes, avoir un effet visible dans votre communauté et faire partie d'un puissant mouvement mondial.

Vous pouvez en apprendre davantage sur le grand nettoyage mondial et sur la façon de vous y inscrire ou de participer à un nettoyage dans votre communauté sur le [site Web du réseau du Jour de la Terre](#).

Vetted nonprofit recommendations



Support the nonprofits 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 researches, evaluates and recommends nonprofits 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 nonprofits remain in good standing

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

United States

[Earth Day Network](#)

Washington, DC
Charity ID: 840-133798288

[Natural Resources Defense Council](#)

New York, NY
Charity ID: 840-132654926

[Surfrider Foundation](#)

San Clemente, CA
Charity ID: 840-953941826

[5 Gyres Institute, The](#)

Santa Monica, CA
Charity ID: 840-271350279

Canada

[Environmental Defence Canada](#)

Toronto, ON
Charity ID: 124-118830835RR0001

[Friends Of The Earth / Les Amis De La Terre](#)

Ottawa, ON
Charity ID: 124-118933001RR0001

[Mind Your Plastic](#)

Halifax, NS
Charity ID: 124-740846894RR0001

[Surfrider Foundation Canada Chapters](#)

Vancouver, BC
Charity ID: 124-805979424RR0001

United Kingdom

[Friends Of The Earth Charitable Trust](#)

London, UK
Charity ID: 826-281681

[Ocean Generation](#)

London, UK
Charity ID: 826-1139843

[Surfers Against Sewage](#)

St. Agnes, England
Charity ID: 826-1145877

[Young People's Trust For The Environment](#)

Yeovil, England
Charity ID: 826-1153740

Australia

[Clean Up Australia](#)

North Sydney, NSW
Charity ID: 036-93003884991

[Plastic Oceans Australasia Public Fund](#)

Scoresby, VIC
Charity ID: 036-28249158294

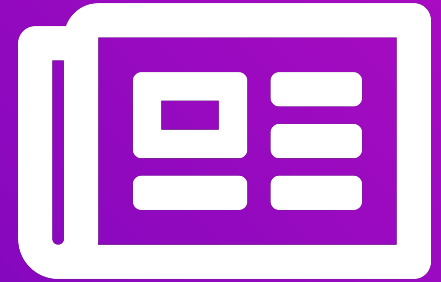
[Surfrider Foundation Fund, The](#)

Coledale, NSW
Charity ID: 036-86061168527

[Take 3](#)

Long Jetty, NSW
Charity ID: 036-39169307340

News articles



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[LINK TO GIVING OPPORTUNITY]

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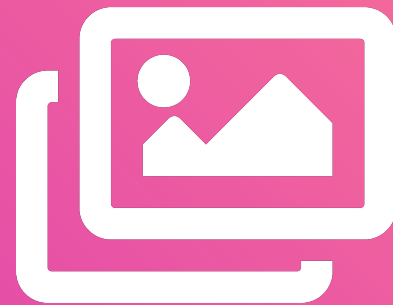
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Image suggestions



Tell a richer story with images

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story.

This page contains images we've handpicked in support of Earth Day.

Click each image to visit Getty Images and license it.



Impact made easy

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

Did you know?

Clients using our pre-written news items have seen campaign participation double. And with direct access to relevant imagery they can license, it's even faster to get campaigns off the ground.

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

See how activation kits work seamlessly in Spark.

[Book a demo today!](#)

Support these nonprofits for Earth Day:

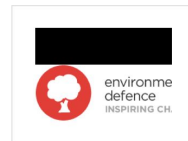


EARTH DAY NETWORK INC

Growing from the first **Earth Day** in 1970, when 20 million individuals mobilized to call for greater protections for our planet, EDO is the world's largest recruiter ...

📍 Washington, DC, United States

👉 Matching Offer

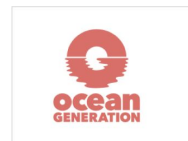


ENVIRONMENTAL DEFENCE CANADA INC.

Environmental Defence is a leading Canadian **environmental** advocacy organization that works with government, industry and individuals to defend clean water, a safe climate ...

📍 Toronto, ON, Canada

👉 Matching Offer

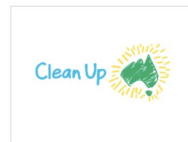


Ocean Generation

Ocean Generation is an inclusive global movement that exists to restore a healthy relationship between humanity and the **Ocean**. We see a world where the **Ocean** is freed from human ...

📍 London, United Kingdom

👉 Matching Offer



CLEAN UP AUSTRALIA LIMITED

Over the last three decades **Clean Up Australia** Day has grown into the nation's largest community-based environmental event, with over 20 million Aussies joining in activities over ...

📍 Sydney, NSW, Australia

👉 Matching Offer