



EARTH DAY

APRIL 2023

Cause Toolkit

This toolkit is intended to provide your company with inspiration and resources to best engage employees in your Groundswell Workplace Giving Program, by highlighting Earth Day and related environmental causes.

The resources included in this toolkit will help you educate and engage your employees around this cause.

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Overview



Earth Day is celebrated annually on April 22nd to raise awareness about environmental issues and promote actions to protect the planet. The first Earth Day was celebrated in 1970 and is now observed in more than 190 countries around the world.

Earth Day serves as a reminder that the natural resources we depend on for our survival are limited, and that we need to take action to preserve them for future generations. It is a day to reflect on our impact on the environment and to consider ways in which we can reduce our carbon footprint and promote sustainability.

The day is marked by various activities, such as planting trees, organizing community clean-up projects, promoting recycling and energy conservation, as well as donating to nonprofits that are taking action in support of environmental protection.

Companies can play an important role in supporting Earth Day by taking actions to reduce their environmental impact and promote sustainability, including reducing waste and energy consumption, supporting renewable energy, and promoting eco-friendly products such as biodegradable packaging. Companies can also share resources to educate employees, and leverage the Groundswell platform to highlight nonprofits working to advance initiatives in support of a greener, healthier planet.

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Facts and Data

10 million hectares

the rate of deforestation per year, leading to the loss of important carbon sinks and habitats for wildlife.



93%

of excess heat caused by human activities has been absorbed by the world's oceans, leading to ocean warming and acidification that harms marine ecosystems.



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Nonprofit Spotlights

There are many nonprofit organizations dedicated to promoting environmental protection and sustainability. Listed below are a selection of nonprofits you can find on the Groundswell app:



Environmental Defense Fund

Environmental Defense Fund's mission is to preserve the natural systems on which all life depends. For more than 50 years we've been pioneers, using science and different perspectives to make the environment safer and healthier for us all.



GRID Alternatives

GRID Alternatives envisions a rapid, equitable transition to a world powered by renewable energy that benefits everyone. Their mission is to build community-powered solutions to advance economic and environmental justice through renewable energy.



Carbon 180

Carbon180 is a new breed of climate-focused NGO on a mission to fundamentally rethink carbon. They work with leading scientists, businesses, and policymakers to build a world that removes more carbon than it emits.



Climate Solutions Accelerator

Climate Solutions Accelerator aims to create a healthier, more equitable and environmentally sustainable community by catalyzing local efforts to eliminate greenhouse gas emissions and address the effects of climate change.



The Nature Conservancy

The Nature Conservancy is a global environmental nonprofit working to create a world where people and nature can thrive. Their mission is to conserve the lands and waters on which all life depends. By maximizing their ability to affect change between now and 2030, they can shape a brighter future for people and our planet.



Climate Resolve

Climate Resolve connects communities, organizations and policymakers to address a global problem with local action. They inclusively develop practical initiatives that reduce climate pollution and prepare for climate impacts.



Sunrise Movement Education Fund

The Sunrise Movement is a youth movement to stop climate change and create millions of good jobs in the process. They're building an army of young people to make climate change an urgent priority across America.



National Resources Defense Council

NRDC works to safeguard the earth—its people, its plants and animals, and the natural systems on which all life depends. They combine the power of more than three million members and online activists with the expertise of some 700 scientists, lawyers, and policy advocates across the globe to ensure the rights of all people to the air, the water, and the wild.

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Engage Your Employees

Kickoff

Company-wide email or blog post at the start of the month or the week leading up to April 22, stating your company's support for Earth Day, and your call to action. This could include links to resources and highlights for specific nonprofits that have been vetted for donations, including featured nonprofits found during the month of April on the Groundswell app dashboard.

Mid-Month

Share nonprofit recommendations from your Employee Resource Group (or from Groundswell's impact team) as well as links to what to READ, WATCH, or LISTEN to better understand Earth Day and broader environmental issues.

End of the Month

Share the results of the campaign if you had a specific match for environmental nonprofits – how many employees participated/donated, number and amount of donations, etc.

If there is a time-sensitive match that expires at the end of month, remind employees to log into their Groundswell account to contribute and donate

Employee Engagement

Encourage employees to engage in discussions about individual actions that can be taken to have a collective, positive impact on the environment - such as recycling and energy conservation. This could include hosting events, such as brown bag lunches in person or virtually, for employees to have these conversations.

Support employees who are involved in organizations or initiatives that support the environment. Encourage employees to take action, and consider team-building activities such as beach clean-ups or tree planting campaigns.

Solicit recommendations from the Employee Resource Group for books to read, documentaries to watch, and podcasts to listen to, in addition to those provided in this toolkit.

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Shareable Resources

Read

- [The Sixth Extinction: An Unnatural History](#) by Elizabeth Kolbert
- [Braiding Sweetgrass: Indigenous Wisdom, Scientific Knowledge, and the Teachings of Plants](#) by Robin Wall Kimmerer
- [Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming](#) by Paul Hawken
- [The Water Will Come: Rising Seas, Sinking Cities, and the Remaking of the Civilized World](#) by Jeff Goodell



Watch

- [Our Planet](#)
- [Plastic Paradise: The Great Pacific Garbage Patch](#)
- [Chasing Coral](#)
- [2040](#)

Listen

- ["How to Save a Planet"](#) by Gimlet Media: This podcast explores practical solutions to address climate change and create a sustainable future.
- ["Living on Earth"](#): This weekly news program explores a variety of environmental topics, from climate change to biodiversity to public health.
- ["Climate One"](#) by The Commonwealth Club of California: This podcast features conversations with experts and thought leaders on a range of climate-related topics.

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Social Media Templates

"Today on #EarthDay, let's take a moment to appreciate the beauty of nature and our role in protecting this Earth. [Our company] is committed to sustainable practices and we are always striving to contribute towards a greener planet."

"On this Earth Day, we are proud to be partnering with local organizations like [insert nonprofit name] to protect the environment and work together to create a more sustainable future. #EarthDay"

"It's #EarthDay, and we're proud to be part of a global movement to protect the planet. Our company is committed to reducing our carbon footprint and promoting eco-friendly practices. Join us in making a difference this Earth Day. #ProtectOurPlanet"

Sample Hashtags

#EarthDay

#ProtectOurPlanet

#Sustainability

#EcoFriendly



Groundswell is your ally in corporate philanthropy.

Corporate giving programs aim to empower employees and help companies facilitate and support philanthropic efforts. As global access grows and corporations become more diverse, employee representation becomes an increasingly important subject.

Groundswell enables companies to lay the foundation for their employees to adopt a generous giving attitude towards charities and world-shaping efforts.

Contact

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