



Earth Day Campaign Ideas



For National Volunteer Week, **offer a half or full day off on Earth Day** to conserve energy and encourage employees to volunteer with local environmental conservation organizations.



Offer state or national park passes to employees. This can help support mental health, enhances employee engagement, and gets people out in nature – while supporting organizations that protect environment.



Create interactive content on your employee- and/or public-facing sites asking people how they will help reduce their carbon footprint, offering an environmentally-friendly, branded, reusable bag for anyone who participates.



Start a virtual garden and each time something is “planted,” a donation is made to a related organization.



I pledge to... [insert how you want to protect the environment]. Each time a pledge is entered, a donation is made to a related organization. A globe is the visual, so whenever an entry is created, the globe populates until it's filled in.



Create a daily or weekly challenge series in April with a participant board, e.g., local clean up, go meatless, reduce carbon footprint, etc. Having an interactive challenge is a great way to share images of how people are participating, to share ideas about how to support Earth Day, and to encourage participation. The result can also be used for internal and external communications to showcase a re-cap on social media, Website, intranet, newsletter, partner/board/investor/customer communications, and with media.