



LEADERSHIP GUIDE

April 22. Earth Day 2015

It's Our Turn to Lead™



EARTH DAY NETWORK



In 2015, Earth Day Is Turning 45!

For **45 years**, Earth Day has been bringing communities and organizations together to advocate for a healthier environment and a sustainable life.

The first Earth Day on April 22, 1970 activated **20 million Americans** from all walks of life to share their concerns about each citizen's critical role in the environment.

Their actions led to the creation of the U.S. Environmental Protection Agency and the passage of the Clean Air, Clean Water, and Endangered Species Acts.

Now over **one billion people** in **192 countries** participate in Earth Day activities, making it the largest civic observance in the world.

Today, people everywhere are experiencing first-hand the devastating consequences of countries polluting their way to the top.

Populations worldwide are in immediate danger, making it more urgent to act than ever before. We must come together and inspire our communities to do their part in securing a healthy and sustainable future for the planet.

Organizing an Earth Day event or activity is one of the best ways to engage your community to protect the planet.

This Toolkit provides resources to help you plan your own Earth Day event. If you need additional help or resources, don't hesitate to send us an email, info@earthday.net!

Once you figure out your plan, let us know and we'll help you spread the word. The bigger the story we can tell on Earth Day 2015, the larger impact we will have.

Register your event today.



IT'S OUR TURN TO LEAD™

Earth Day's Global 2015 Theme: It's Our Turn to Lead.

Let this be the year in which economic growth and sustainability join hands. The year in which citizens and organizations divest from fossil fuels and put their money into clean energy solutions.

Political progress has been slow-moving to cut carbon emissions. But with your help, world leaders will step up and finally pass a binding climate change treaty in Paris at the end of the year.

Eradicating global poverty is possible, but only in a world where all countries commit to a low carbon future. We've got the technology. All we need is the will. Sustainability is the answer to development—the only answer.

On Earth Day we need you to take a stand so that together, we can show the world a new direction.

It's our turn to lead™. Our world leaders will follow.

In 2015, let's redefine what progress looks like.

HOW TO GET INVOLVED

Over a billion people participate in Earth Day, Join us!

Urge your government leaders to sign the Paris Climate Treaty by starting a letter-writing campaign or online petition.



Join Earth Day Network in our effort to plant more trees. Organize a team to plant trees in your neighborhood or donate to The Canopy Project. See **page 11** for more information.



Create an eco-fair with local green businesses and environmental organizations. Not only will this inform the public of ways they can get involved, but it's also a fun way to promote local businesses and bring your community together.



Lead a recycling drive to collect as much plastic, metal, and glass as possible.



Organize a project at a local school, such as planting a native species garden.



Pick up trash at a local park or beach.



Invite an expert, such as a professor, to educate your community about climate change, the importance of sustainability, how to reduce your carbon footprint or local environmental issues.



Set up a screening of an environmentally-themed movie. Consider supplementing the screening with a speaker who can lead a Q&A following the film.



Be sure to come to the **National Mall** on **April 18th**!

Register your event now!



MAKING YOUR EVENT COUNT

HOW TO ORGANIZE A MEMORABLE EVENT

1. Develop Key Messages. Draft three to five key messages that tell a compelling story about your event, its purpose, and your goals. Check out Earth Day Network's messaging on [page 6](#) for ideas!

2. Communicate Message. First, select a messenger or spokesperson from your organization and/or community. The spokesperson will deliver your key messages via social media, press release quotes, media interviews, and in some cases, a public address at the event. Check out our tweets crafted for your convenience!

3. Find a News Hook. Almost as important as the message and the messenger is the hook. Determine what makes your event interesting and newsworthy, and use that angle as a selling point when communicating with the press.

4. Build a Media List. Compile a list of local media contacts from newspapers, blogs, radio stations, TV stations. The list should include a reporter's name, title, beat, phone number, and email. Remember to include the phone number and email for the assignment desk at each outlet, including wire services such as Associated Press and Reuters.

5. Prepare Materials. Draft a media advisory — a one-page document that outlines the logistics of your event (who, what, when, where, and why) plus your contact information. Next, prepare a press

release providing more context about the event from your organization's perspective.

6. Send Materials to the Media. Distribute the media advisory one week before your event and send the press release the day before or the morning of the event. Send all materials before 9:00 am and be prepared to follow up with a phone call.

7. Pitch Your Event. Follow up the email distribution of materials with a phone call to pitch your story. This allows you to offer an interview with a spokesperson, pitch a pre-event story, and confirm attendance.

8. Run a Great Event. Ensure events take place according to schedule, particularly activities that have been highlighted for the media.

9. Greet the Media. Create a media area (room, tent, or several tables). This area should include a quiet space for media interviews, media materials, and a sign-in sheet, which will allow you to follow up with attendees later. Ensure spokespeople are easily accessible for interviews.

10. Follow up. Call reporters who attended your event to follow up on needs and confirm coverage. Generate your own content with blogs reflecting on your event. Track and record media placements to analyze the tone of coverage, and take notes for next year.



Partnering with other organizations is a perfect way to make your **Act of Green** even more memorable.

Earlier this year, Earth Day Network helped volunteers from Southwest Airlines in Dallas as they partnered up with the Texas Tree Foundation to plant trees at a local elementary school.

Events like these not only help to add more trees to the landscape, but also increase students' opportunities for success. Studies have shown that schools with tree cover have lower asthma rates and help students with ADHD concentrate for longer periods.

Take the lead, get the word out, and help empower your community.

BE HEARD.

Tools for leading the movement online.

Facebook/[EarthDayNetwork](#) /// Twitter/[@EarthDayNetwork](#) /// Instagram/[@earthdaynetwork](#)

Message Actions:

[Earthday.org/blog](#)

Want to tell us more about what you did? Email us at info@earthday.net to be featured on our blog.

Blog Content

“Earth Day Network’s global theme for Earth Day 2015: It’s Our Turn to Lead.

For many, climate change seems like a remote problem, but the reality is that it’s already affecting people, animals and places around the world. A change needs to be made.

Let this be the year in which economic growth and sustainability join hands. The year in which citizens and organizations divest from fossil fuels and put their money into renewable energy solutions. The year that we utilize solutions for poverty eradication.

Yes it’s possible, but only in a world where all countries commit to a low carbon future. We’ve got the technology. All we need is the will. Sustainability is the answer to development—the only answer. But it won’t end with Earth Day. We need the movement to think ahead to Paris. Political progress has been slow-moving to cut carbon emissions. With your help, world leaders will step up and finally pass a binding climate change treaty.

On Earth Day we will take a stand so that together, we can show the world a new direction.

Insert details about your event here!”

Newsletter Insert:

“The theme of Earth Day 2015 is It’s Our Turn to Lead. We seek to harness the power of Earth Day to pressure the world to recognize the massive challenge that climate change presents, while uniting people around the globe into a powerful call to action.”



Photo Actions:

Send us your Earth Day event pictures and videos to share your story with our network

“**#ourturntolead #ED2015** It’s time for leaders to commit to renewable energy, a low carbon future, and eradicating poverty. What are you doing to make this happen?”

“Show the world your Act of Green with the hashtag **#billionactsofgreen** and register it **online**”

“We’ve all been affected by **#climatechange**. I’m stepping up to make a difference **#ourturntolead**”

“I make the decisions **#ourturntolead** on **#ED2015**”

A BILLION ACTS OF GREEN®

AN INTERNATIONAL MOVEMENT TO PROTECT THE
PLANET AND SECURE A SUSTAINABLE FUTURE

Join The Movement • Take Action •

With over one billion actions to date, Earth Day Network's **A Billion Acts of Green®** – the largest environmental service campaign in the world – is steadily building commitments by individuals, organizations, businesses and governments to protect the planet.

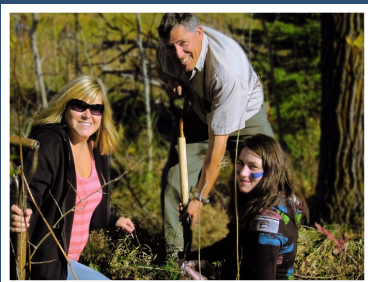
A Billion Acts of Green® inspires and rewards both simple individual acts and larger organizational initiatives that reduce carbon emissions and support sustainability.

Now, we're carrying that momentum forward to reach the next billion.

You can register actions your group is taking or personal pledges.

Act Now!

Together, these actions add up to something big.



GLOBAL DAY OF CONVERSATION

town halls **across the world**



Plan a Day of Conversation in **Your** town

EDN invites local officials worldwide to join the annual **Global Day of Conversation**, a platform for community leaders and members to exchange ideas on the challenges related to sustainability and environmental preservation, either on **Earth Day** or **Earth Week (April 18th-25th)**.

Local communities have the power to act faster than national governments, leading the conversation on green infrastructure, jobs, and energy.

Make It Happen!

1. **Create a theme** based on your community's goals.
2. **Reach out to a local representative** and invite him/her to coordinate a public forum (libraries, town halls, schools, or even your local coffee shop).
3. **Research** and become informed about local environmental issues and the community's perspectives on environmental topics.
4. **Prepare** a list of questions to start up the conversation. This will encourage community members to hold their representatives accountable for dealing with local environmental issues.
5. **Promote the event.** Turn to [pg. 5](#) on how to attract attendees and media coverage, and remember to [register](#) your event
6. **Continue the Conversation** with a listserv or Facebook group for interested community members to follow up.

Make a Proclamation

By issuing **Proclamations**, local governments have shown their commitment to Earth Day and acknowledge the impact of climate change.

176

countries



50

U.S. states

participated in 2014's Global Day of Conversation

JOIN US ON THE NATIONAL MALL

Global Citizen 2015 Earth Day

April 18, 2015

12-7PM

Earth Day Network will partner with the Global Poverty Project for a large-scale public event that for the first time joins the climate movement with movement to end extreme poverty.

Join your organization's voice in the call for environmental change by coming to the Mall!

What to Bring:

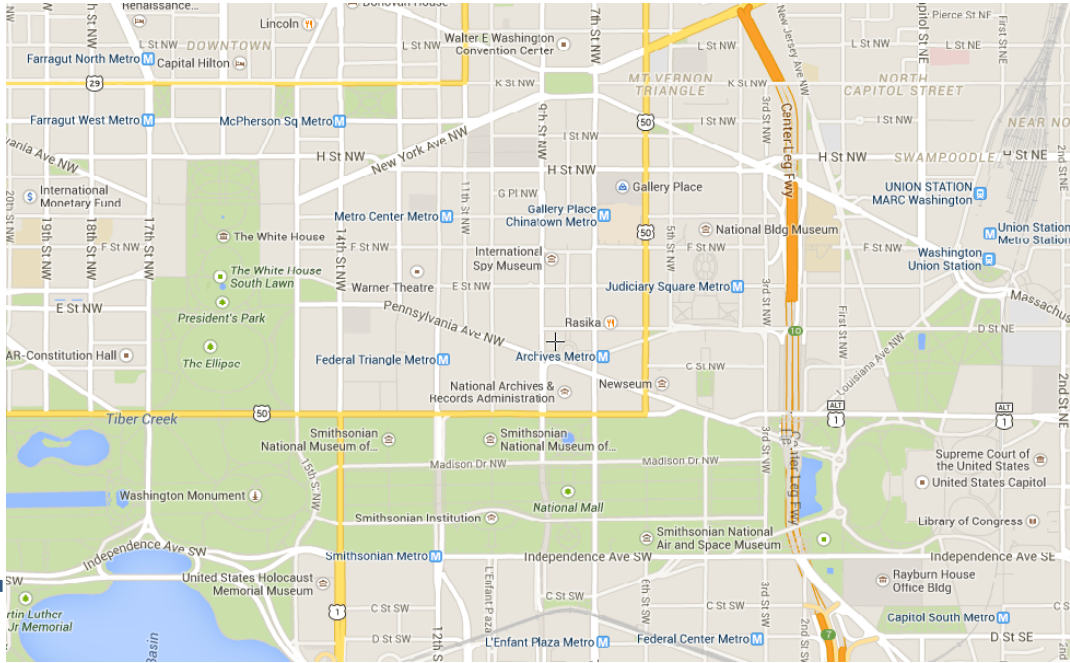
- Signs
- Backpack / tote bag
- Stickers
- Business cards for networking
- T-shirts
- Reusable water bottle
- Banners
- Camera to share the experience online
- Flags

Continue to check [our website](#) for more information as the day gets closer!



GETTING TO THE NATIONAL MALL

Find a **sustainable** way to get to the Mall!



Local:

- If you can, walk!
- Ride your bike — valet service will be provided.
- Try the convenient and cheap **Capital Bikeshare**.
- **DC Metro** — nearby stops include, but are not limited to, Smithsonian, Federal Triangle, and Archives.
- Split a fare with a friend or carpool!

Out of Town:

- Carpool.
- Rent a bus or van or coordinate with other local universities/organizations attending.
- **Amtrak** or **Marc Train** to Union Station.



THE CANOPY PROJECT

PLANTING SEEDS OF HOPE

10
MILLION

trees EDN is committed
to planting

3
MILLION

trees EDN has already
planted

5
YEARS

left to meet our goal

\$1 =



**We plant one tree for every
dollar you donate!**

Donate Now!

The Canopy Project is supported by partners, sponsors, and individuals like you. We work with on-the-ground tree planting organizations around the world to ensure our trees are reaching people who need them most.

This Earth Day, donate or dedicate a fundraising event to The Canopy Project.

The Canopy Project is an official partner of the United Nations Environment Programme's Billion Trees Campaign.



100,000 people are expected at the traditional neo-hippy festival in Yoyogi Park on April 18th and 19th.



Jour de la Terre®
CANADA

On April 22nd, the Bibliotheque publique de Dollard-des-Ormeaux will host an interactive program to teach children about birds.



Earth Day Philippines is collaborating with Pro Earth Run 2015 to organize a fun run.

EARTH DAY AROUND THE WORLD



Earth Day Vietnam will raise awareness in several ways, from operating workshops to coordinating a flash mob.



Earth Day Italia is hosting several events, including a marathon, photo exhibition, and Concert for the Earth hosted by Artist Arisa.



Beijing Hikers organizes an annual Earth Day hike to collect trash at parks and on trails.

The Australian Association for Environmental Education will organize an Earth Day Expo to host primary school children and educators.



Find events near you.

CLIMATE EDUCATION WEEK

April 18th - 25th

Climate Education Toolkit

Earth Day Network will release a Climate Education Toolkit for K-12 students around the globe, using our extensive Educator's Network.

- A week's worth of curriculum for elementary, middle, and high school students.
- Aligned with NGSS and Common Core Standards.
- Range of interactive activities – from solar cooking recipes to community engagement projects.
- Writing and poster contests.
- Additional resources for educators and students.

Click To Join Our Educator's Network Today!

Earth Day at Union Station

April 21st & 22nd

Laugh and learn with real NASA Scientists!

Enjoy fun activities, listen to speakers, and check out NASA's Hyperwall!

Is your school interested in a field trip to Earth Day at Union Station?

Set up a visit by contacting us!
Bozuwa@earthday.net



Fun with NASA

STAY UP TO DATE

CONNECT WITH EARTH DAY NETWORK

For more information and to stay up to date, please visit us online at our [website](#) or connect with our [Facebook](#) and [Twitter](#).

Email us at: info@earthday.net

Registering an Earth Day Event:

Be sure to register your event with Earth Day Network to encourage greater participation!

[Register online](#)

DATES TO REMEMBER

Sustainability matters every day. Here are a few important dates to remember:

April 16th-18th Global Citizen 2015
Earth Day

April 20th-24th Climate Education
Week

April 22
Earth Day

September 25th UN adopts the
Sustainable Development Goals

November 30th Paris UN COP 21

Stay Tuned for Our Upcoming Toolkits

Faith-based Toolkit

University Toolkit

Global Day of Conversation Toolkit

Climate Education Toolkit



EARTH DAY NETWORK