# 2020

# Pollinator Week Toolkit







Celebrate with us June 22-28, 2020!

POLLINATOR PARTNERSHIP

Welcome to the official **2020 Pollinator Week Toolkit!** Utilize these resources to help you celebrate and promote your involvement in this year's Pollinator Week (**June 22-28, 2020**). Additional information can be found at <a href="http://www.pollinator.org/pollinatorweek/">http://www.pollinator.org/pollinatorweek/</a> or by contacting Pollinator Partnership at <a href="mailto:info@pollinator.org">info@pollinator.org</a>.

# ACTIVITY IDEAS

# There are countless ways to celebrate:

- Encourage your Governor to sign a proclamation
- Display pollinator artwork and outreach materials in your office lobby
- Begin your own or join a social media campaign
- Highlight Pollinator Week in a newsletter, blog, or magazine
- Sponsor Pollinator Week (see additional resources)
- Host a pollinator-themed meal or mixer
- Pollinator planting day at your school, office, local park, or library
- Build native bee houses (see additional resources)
- Join the Million Pollinator Garden Challenge (see additional resources)
- Request a local establishment or building light up for Pollinator Week (For example: Light up City Hall in Yellow and Black)
- Plant habitat in your backyard using native plants
- Host a nature walk or pollinator expert lecture
- Screen a pollinator film (see additional resources)
- Host a pollinator festival or native plant sale
- Host an educational event at a local library

Be sure to post all local public events at <a href="http://pollinator.org/pollinator-week!">http://pollinator.org/pollinator-week!</a>

# SOCIAL MEDIA

Use **#pollinatorweek** for all mentions of pollinator week, events and resources shared. Mention **Pollinator Partnership** on Facebook, twitter, and Instagram and we may re-share!

# Sample posts:

- It's #pollinatorweek! #DYK that pollinators like bees, butterflies, and bats, provide 1 out of 3 bites of food we eat? Say thanks by planting native plants, supporting local farmers, and educating others about the importance of pollinators!
- This #pollinatorweek, join the Million Pollinator Garden Challenge and #beecounted in the effort to provide habitat for pollinators! Get on the #PoliNation map at www.pollinator.org/mpgcmap/
- About 75% of all flowering plant species need animal pollinators for reproduction. As a result, pollinators contribute to ecosystem health and a sustainable food supply. Celebrate them this #pollinatorweek!

Pair these posts with one of the graphics found in the following section and direct your audience back to <a href="https://www.pollinator.org">www.pollinator.org</a>!



# **GRAPHICS AND PHOTOS**

# **Graphics:**

 Official Pollinator Week Graphics can be downloaded at: http://www.pollinator.org/pollinatorweek/#pw-resources

#### Photos:

- Please share your photos of all Pollinator Week events using **#pollinatorweek**
- You can share photos directly to <u>info@pollinator.org</u> with consent that Pollinator Partnership can use the images for promotional purposes. Please provide photo credit, date and location.

# **SWAG**

# **Pollinator Week Commemorative Shirts**

- A limited edition tee-shirt has been commissioned to help celebrate Pollinator Week. To order a commemorative shirt (the proceeds of which support pollinator conservation efforts), visit www.bonfire.com/pollinator-week-2020.
- Campaign will run April 1-22, 2019, and shirts will arrive before Pollinator Week.



#### **Our Future Flies With Pollinators Poster**

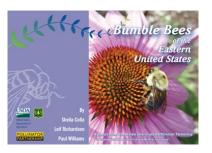
- The 2020 poster features beautiful artwork displaying North American pollinator species and the ecosystem services they provide as they support the health of plants, people, and the planet.
- Order at http://pollinator.org/shop/posters



# **Brochures, Books, and More!**

 Order more Pollinator Partnership materials at <a href="http://pollinator.org/shop">http://pollinator.org/shop</a>







# ADDITIONAL RESOURCES

# Visit these links for ideas and updates:

National Pollinator Week - http://pollinator.org/pollinator-week

Educational Materials - http://pollinator.org/shop

Post your event on the Pollinator Week map - http://pollinator.org/pollinator-week#find-events

Request a Proclamation from Governor - http://pollinator.org/pollinator-week#pw-action

Sponsorship Opportunities - <a href="http://pollinator.org/nappc/sponsor">http://pollinator.org/nappc/sponsor</a>

Ecoregional Planting Guides - http://pollinator.org/guides

DIY Bee Hotel - https://www.pollinator.org/pollinator.org/assets/generalFiles/DIY-Bee-Hotel.pdf

7 Things You Can Do For Pollinators - http://pollinator.org/7things

Million Pollinator Garden Challenge - http://pollinator.org/mpgcmap

The Guardians Film - <a href="http://www.theguardiansfilm.com/">http://www.theguardiansfilm.com/</a>

Pollinators Under Pressure - https://www.pollinatorsunderpressure.org/

Pollinator Recipes and Fun Activities for Kids - http://pollinator.org/pollinator-week#pw-activities

Please contact Pollinator Partnership at info@pollinator.org with any questions!

