

# 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 <http://www.pollinator.org/pollinatorweek/> or by contacting Pollinator Partnership at [info@pollinator.org](mailto:info@pollinator.org).

## 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 <http://pollinator.org/pollinator-week/>

## 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/mpgcmmap/](http://www.pollinator.org/mpgcmmap/)
- 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 [www.pollinator.org](http://www.pollinator.org)!

## 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 [info@pollinator.org](mailto:info@pollinator.org) 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](http://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 <http://pollinator.org/shop>



## 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 - <http://pollinator.org/nappc/sponsor>

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/mpgcmmap>

The Guardians Film - <http://www.theguardiansfilm.com/>

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](mailto:info@pollinator.org) with any questions!