



earthgives.org



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MARKETING & OUTREACH

RALLY DONORS, TELL YOUR STORY, BUILD COMMUNITY



Agenda:

- About Earth Gives and Earth Gives Day
- Messaging & Storytelling
- EGD Toolkit & Support
- Social media strategy
- Video strategy
- Q&A



Earth Gives Day

- Earthgives.org
- Attributes: donations, volunteer sign up, events, green them all, donor lists
- Peer-to-Peer, Prize Fund, Matching Funds, DAF plus
- Power Hours (Sept 10, 16, 24, 30)
- Toolkit: calendar, ads, content, emails, plus
- Key Dates:
 - > Registration deadline: Aug 23
 - > Early giving opens: Sept 6
 - > Earth Gives Day: Oct 1



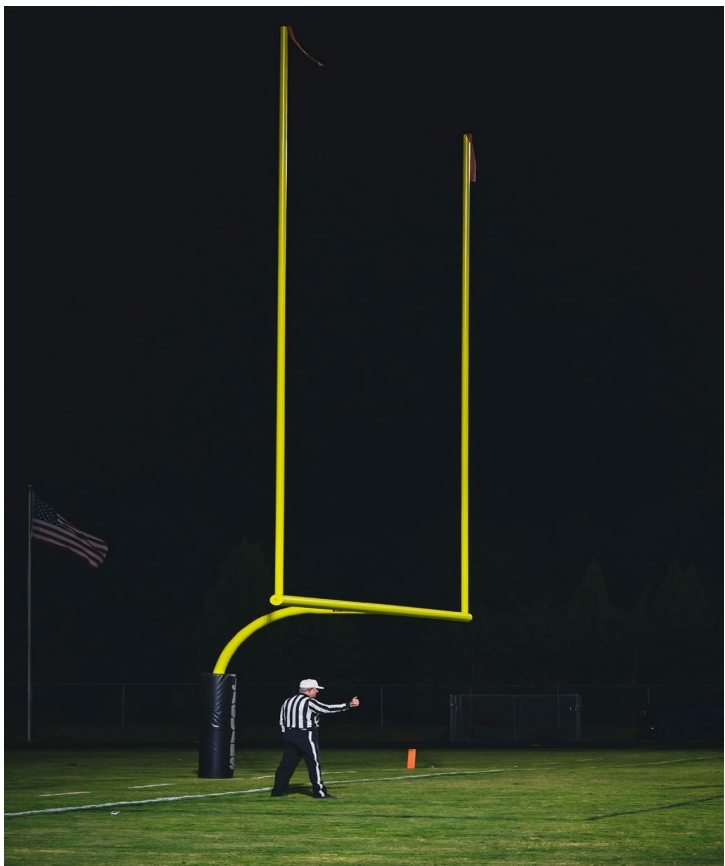
“The goal isn’t to have the world paralyzed by anxiety; it’s to have the world galvanized for action.”

Katharine Hayhoe

Climate Scientist



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COMMUNITY



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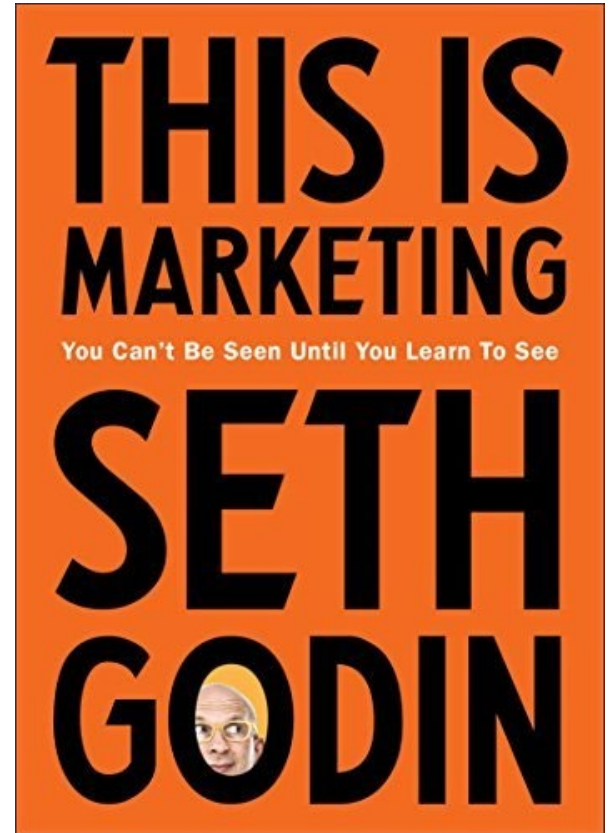
Video Story



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KNOW YOUR COMMUNITIES' VALUES

“People like us do things like this.”
– Seth Godin



feelings

“PEOPLE WILL FORGET
WHAT YOU SAID,
PEOPLE WILL FORGET
WHAT YOU DID,
BUT PEOPLE WILL
NEVER FORGET
HOW YOU
MADE THEM FEEL.”

MAYA ANGELOU



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Your “Social” Plan

What would make people feel like they belong?



Earth Gives Toolkit

- Tips
- Weekly action steps calendar
- Peer-to-Peer recruitment emails
- Content: social posts, emails, press releases, email signatures
- Social graphics: EGD, modifiable posts, Power Hours, countdowns
- Logos: Earth Gives, GivingTuesday



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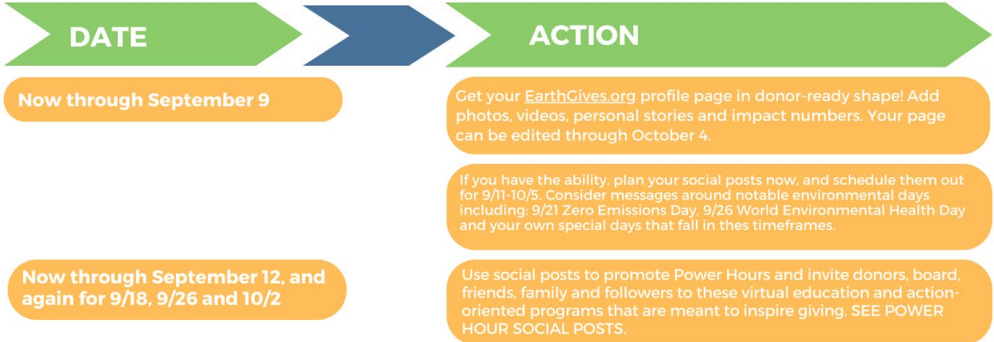


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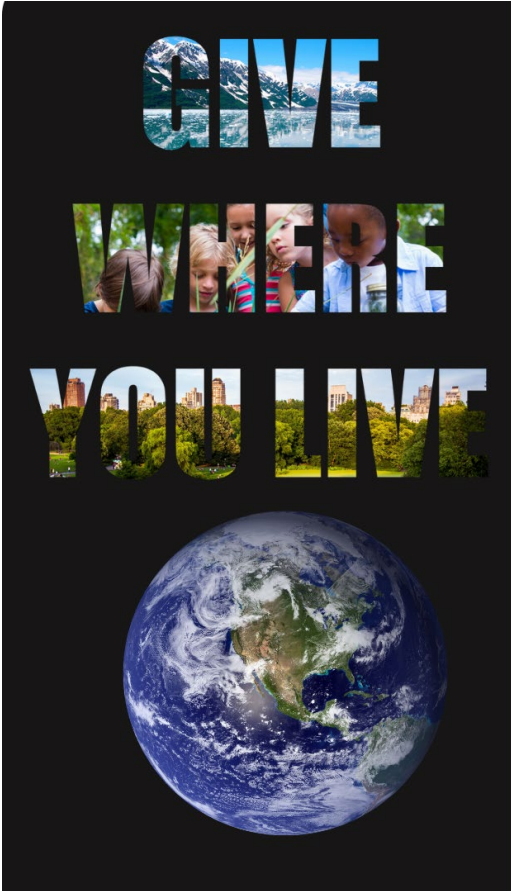
PRIMARY:
 #EarthGivesDay
 #EarthGives
 #EarthGivers

#GiveGreen	#climateemergency	#sustainability
#BetheGreen	#climate	#climatestrike
#EarthGivesDay	#globalwarming	#environment
#EarthGivers	#solar	#nonprofit
#Environment	#drought	#nonprofit
#ClimateAction	#water	#charity
#ClimateCrisis	#earth	#philanthropy
#Invest	#zerowaste	#donate
#savetheplanet	#nature	#impact
#climatefollowthursday	#wildlife	#followback

Calendar



SOCIAL GRAPHICS



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Change-makers welcome.
Help boost environmental
donations beyond just 2%.

Earth Gives Day – a
nationwide giving day for
climate, climate justice and
eco nonprofits.

Invest. Volunteer. Share.
Donate Sept 11 - Oct 5



POWER HOURS

POWER HOUR

Driving Climate Solutions
with Policy & People Power



featuring
Bill McKibben
Co-Founder and Advisor



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Build Community.
Gain Insight.
Ignite Solutions.

JOIN US!

September 26
8pm EST; 5pm PST

REGISTER TODAY
bit.ly/eg2023events

Power Hour programs are part of Earth Gives Day 2023, 25 days of investing in eco nonprofits doing critical work on the front lines of climate, climate justice and the environment.

Climate Social: Marissa Rosen + Ecodeo: Liz Rubin



video storytelling for a sustainable *future*



Questions?

A GIVING DAY TO CATALYZE ECO-PHILANTHROPY

**Climate 501c3 Nonprofits
Register Now Thru Aug 23**



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Sept 6 - Oct 1, 2024

Thank you!

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