

2020

Pollinator Week Toolkit



*Celebrate with us
June 22-28, 2020!*

**POLLINATOR
PARTNERSHIP**
C A N A D A

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 <https://pollinatorpartnership.ca/en/pollinator-week-canada> or by contacting Pollinator Partnership at info@pollinator.org.

ACTIVITY IDEAS

There are countless ways to celebrate:

- Encourage your Mayor 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, CN Tower, or Parliament Hill 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 Canadian 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/
- 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 <https://pollinatorpartnership.ca/en/>.

GRAPHICS AND PHOTOS

Graphics:

- Official Pollinator Week Graphics can be downloaded at: <https://pollinatorpartnership.ca/en/pollinator-week-canada>

Photos:

- Please share your photos of all Pollinator Week events using **#pollinatorweek**
- You can share photos directly to 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.
- **Campaign will run April 1 – 20, 2020** and shirts will arrive before Pollinator Week.
- Order yours today at <https://www.bonfire.com/pollinator-week-2020/>



Our Future Flies With Pollinators Poster

- The 2020 Pollinator Poster, *Our Future Flies With Pollinators*, by artist Fiorella Ikeue, features beautiful artwork depicting the services pollinators provide through the lens of planetary health and climate action.
- 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 - <https://pollinatorpartnership.ca/en/pollinator-week-canada>

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 Mayor - <https://pollinatorpartnership.ca/en/pollinator-week-canada>

Sponsorship Opportunities - <http://pollinator.org/nappc/sponsor>

Ecoregional Planting Guides - <https://pollinatorpartnership.ca/en/ecoregional-planting-guides>

DIY Bee Hotel - <http://pollinator.org/PDFs/DIYBeeHotel.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/>

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!