

#EarthDay Campaign

Save Earth with Every Tree



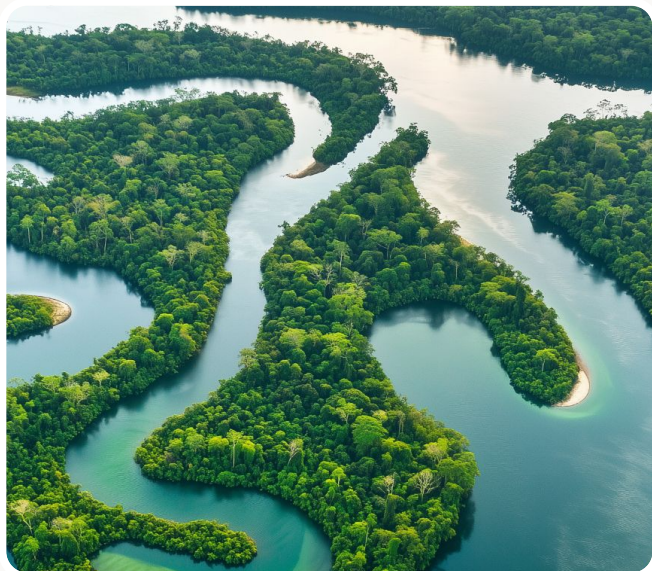
tree-nation





Protect What is Precious

Plant for #EarthDay



Tropical forests are the most biodiverse ecosystems on Earth, covering only **6% of the surface** but housing over **50% of all known species**.

Ecosystems thrive on balance. Clean air, fertile soil, and stable climates depend on healthy landscapes. Decades of depletion have disrupted these systems, breaking the Earth's delicate balance, but nature is resilient.

By **planting trees for #EarthDay**, you help combat climate change, preserve biodiversity, and prevent deforestation. Also, connect with environmentally-conscious customers and employees, **fostering** loyalty and engagement.

Here's how it works

1. **Select key elements and projects** to make an impact.
2. Plant trees under the hashtag and **track progress on the leaderboard**.
3. Use marketing assets from this **Campaign Kit** to showcase your achievements.
4. **Earn badges** and **boost your visibility** as a top contributor.



Key Elements for Earth Day

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Key elements in projects are designed to give you a clear and immediate understanding of each impact and focus. Supporting these projects enhances social, economic, and environmental benefits for local communities.



Reforestation

54 Projects

The project is planting trees to re-establish forest cover in an area of forest that has been deforested.

[Explore](#)



Avoid Deforestation

19 Projects

The project's sustainable forest management helps stop deforestation and forest degradation.

[Explore](#)



Conservation

20 Projects

The project works to **restore forest health and biodiversity**, ensuring sustainability for current and future generations.

[Explore](#)



Scientific Research

5 Projects

Planting projects which can receive funding intended for scientific research.

[Explore](#)



Recognition & Benefits

Plant for #EarthDay

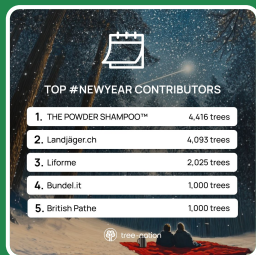
Use Campaign Kit p. 7

Apply ready-to-share social media posts, blog templates, email drafts, and visual assets.



Earn Milestone Badge

- 100 trees planted **NEW!**
- 1,000 trees planted
- 5,000 trees planted
- 10,000+ trees planted



Top 5 Contributors Will Get Appreciation Post

(On Tree-Nation LinkedIn, Facebook, X)

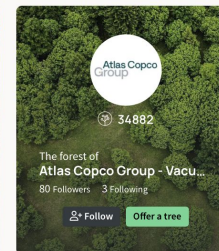
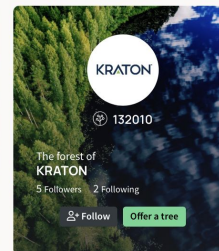
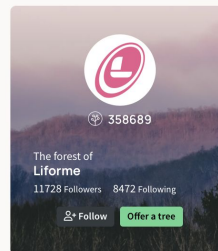
Join the Leaderboard

All participants ranked by the number of trees planted.



Top contributors planting for #EarthDay

Introducing the featured forests



#	Forest owner	Trees planted
1	Liforme	74032
2	KRATON	32000
3	Atlas Copco Group - Vacuum Technique Business Area (VTBA)	30666
4	Open	16087
5	MoreApp	15435
6	Oshadhi GmbH	13404
7	Trelleborg Industrial Solutions	11123
8	Museo Lavazza	10100
9	AVEVA Group Limited	10021
10	HENKEL LIMITED	10000

Request your badge from your Forest Success Manager or email sales@tree-nation.com upon reaching milestones.



Ideas & Ways to Plant

Plant for #EarthDay

Ideas

Gift trees to new customers who sign up or make their purchases on April.

Offer trees to employees as part of a wellness program tied to Earth Day.

Plant a tree for every Earth Day post shared with your branded hashtag.

Link tree planting to sales of your products on Earth Day.

Donate trees to schools, nonprofits, or local figures in your area.

Calculate your office's April energy use and plant trees to offset it.

Plant for Yourself

Show your commitment to sustainability by planting trees under your brand name.

1. Open [Forest page](#).
2. Click on "Plant" on the right corner.
3. Choose a project and tree species.
4. Select a Tree Species.
5. Select 'Plant for Myself'
6. Click Plant Your Trees in the sidebar.
7. Complete the planting process.

Automate Tree Gifts

Automate your tree planting based on predefined or custom events.

Integrations [Page of NetZero Product](#).

Custom API with [Internet of Trees](#).

Gift Trees Manually

Give a unique, eco-friendly Earth Day gift with zero waste.

1. Open [Forest page](#).
2. Click on "Plant" on the right corner.
3. Choose a project and tree species.
4. Select 'Yes, I wish to offer trees' for sending a Tree gift.
5. Add recipients individually or upload a contact list for larger groups.
6. Write down the name or paste the table.
7. Personalize your gift with custom message.

Campaign Starter Kit

The Marketing Toolkit gives your business everything it needs **to tell your sustainability story and amplify its impact with ease.**



General Announcement

Nature thrives on balance. Decades of depletion have disrupted its harmony. Why should this matter to us? It's an opportunity to be part of something bigger than ourselves. Success isn't just about what we achieve in the office, but also about the impact we have on the world around us. This Earth Day we are happy to announce the planting of **[number]** trees to support Mother Nature.

Beyond Carbon Calculations

Metric tons of carbon captured: **[number]**
Hectares of our forest: **[number]**
Tree Species planted: **[tree species]**, **[tree species]**, **[tree species]**
Numbers tell just one dimension of our reforestation mission. What spreadsheets can't capture is the morning mist rising through leaves that weren't there five years ago. The return of birdsong to once-degraded land. The seasonal cycles of forest life unfolding in places that had forgotten such rhythms. Earth Day reminds us that forests are not for sale; they are living communities that need our help and protection.

Brief History of Earth Day

On April 22, 1970, 20 million Americans and people worldwide took to the streets for the first Earth Day. From that first moment of protest, we have been proud to integrate environmental values across our business. What began as activism has evolved into necessity. To honor Earth Day, we have planted **[number]** trees across **[project names]**. These projects support **[key elements]**, allowing us to create social and economic impact beyond the numbers. Ideally, every day will soon embody the spirit of Earth Day.

Heroes Behind Impact Tracking

Behind every environmental action stands an employee leading our company toward net zero. Meet **[name]** from **[department]**, who carefully tracks our carbon impact and sets the vision of green impact we leave as a legacy. This Earth Day, we celebrate all the unsung heroes whose passion goes beyond their job descriptions. Their voices shape environmental policies, turning the mission into real change.

Heritage of Environmental Leadership

[Year]: The first tree took root in our forest.
2025: Our **[number]** trees now thrive across continents. Between these moments lies a journey of quiet persistence. With each passing day, month, and year, our forest grew. It is teaching us resilience, patience, and the power of steady change.
This Earth Day, we celebrate that true growth takes time, that persistence shapes the future, and that every tree planted is a step toward lasting impact.



Planting Trees for Business Partnerships

There's a forest growing because of our financial growth. For every **[business transaction]**, we plant **[number of trees]** through Tree-Nation. For Earth Day, we are proud to share forest of **[number of hectares]** our business partnerships have helped to create. While we might operate behind the scenes, the environmental impact of our work pushes us to go further and bring more changes.

Natural Phenomena

Beneath our daily routines lie natural phenomena waiting to be discovered. For instance, studies show that urban trees can reduce surrounding temperatures by up to 10°F, combating urban heat islands. Moreover, wetlands filter pollutants and mitigate floods, serving as nature's defense systems. On Earth Day, we celebrate these remarkable yet lesser-known environmental marvels, reminding us that every green space holds powerful secrets essential for a resilient planet. Let these insights inspire us to cherish and protect our natural world.

Planting X Trees Per Order

Every order fuels our passion for a greener future. With each purchase, we plant **[number of trees]** carefully nurtured trees in **[reforestation project]**. Your order actively contributes to a thriving ecosystem, bridging our values with care for nature. Together, we turn everyday purchases into environmental progress, fostering a more resilient, vibrant Earth with heartfelt commitment.

Planting X Trees for Each Employee

Our team's dedication is our secret to success and sustainability. For every employee, we plant **[number of trees]** in carefully selected areas, contributing to local reforestation and community wellness. Each tree symbolizes our staff's commitment to environmental care and our collective desire to leave a positive legacy. We honor our team by investing in nature, recognizing that every individual effort leaves a positive mark.

Planting X Trees for Each Customer

Our customers are partners in cultivating a future. For every valued customer, we plant **[number of trees]** chosen for local ecosystems. This action commits us to restoring nature and empowering communities. Each tree represents our gratitude for the trust and our shared vision of sustainability. Together, we celebrate nature's beauty and the power of collective action.



Announcement Email

Plant for #EarthDay

You can adapt this template for your customers/employees

Subject: Advancing Our Environmental Commitment this Earth Day

Dear Colleagues and Partners,

In honor of Earth Day 2025, we are proud to launch a tree-planting initiative that reflects our dedication to environmental stewardship. We will plant **[number]** trees at **[project name]** in **[country]**, a project focused on [e.g., reforestation], which helps **[e.g., restore local ecosystems]**. This initiative is a tangible step toward a more sustainable future.

Join us in making a difference.

Subject: Let's Plant Seeds of Change Together!

Dear [Name],

Today, Earth Day reminds us of our deep connection with the planet that sustains us.

In honor of this day, we're excited to share our latest reforestation initiative in **[project name]**, a local project in **[country]** known for its **[key elements]**.

It is rewarding to see our commitment turning into a real help and supporting communities beyond tree planting. The more trees we plant, the more this project contributes to **[project description]**.

We're proud to be part of this tangible change. Thank you to nature and to every one of you for making our world a better place.



Results Email

Plant for #EarthDay

You can adapt this template for your customers/employees

Subject: Celebrating Earth Day Milestones Together

Dear Colleagues and Partners,

Earth Day serves as a reminder of the impact we can make together, and we wanted to take a moment to share some meaningful milestones from our sustainability efforts.

This year, we are proud to have reached **[place on leaderboard]** place on the sustainability leaderboard, standing alongside organizations that are truly changing the world. It's an achievement that reflects the collective commitment of everyone involved.

We are also delighted to have been recognized with a badge from Tree Nation, which empowers us to track our environmental impact beyond the standard CO₂ report.

What means the most to us, however, is our ability to support local communities in remote regions through these initiatives. It's a reminder that our work can create a real, tangible change for people and the planet.

None of this would be possible without the trust and support of our customers, partners, and communities

Use this blog template to inspire employees, clients, and partners.

Title: **Why Businesses Must Invest in Sustainability Now**

Outline:

Earth Day serves as a global wake-up call encouraging immediate action to address climate crisis. Every year, we witness a surge in climate disasters starting from raging forest fires, devastating floods to increase of microplastic on the scale that we are not aware completely yet.

All highlight the urgency of environmental action. As these crises escalate globally, Earth Day is a wake-up call for us as a company to play bigger role in green impact while inspiring others. As a company, we feel responsible for supporting nature, and it's time to act for a sustainable future.

Key Points:

- Express existing environmental initiatives that make the business stand out from others.
- Share the impact you are making on local and global communities through tree planting.
- Share all time results from environmental action and goals for the future

Title: **Why Sustainability Matters to Our Business**

Outline:

Sustainability is a necessity. At [Company Name], we believe that businesses play a crucial role in protecting the planet. By embracing sustainability, we create value for our customers, employees, and future generations.

As a company, we recognize our impact on the environment. That's why we're committed to cutting carbon emissions. Whether through sustainable sourcing or energy conservation, we take active steps to lessen our footprint and contribute to a healthier planet.

Key Points:

- The tangible ways we reduce harm and contribute positively to the environment.
- Our commitment to setting higher standards for the industry.
- Long-term goals to strengthen sustainability efforts and inspire change.



Email Signature/Linkedin Banner

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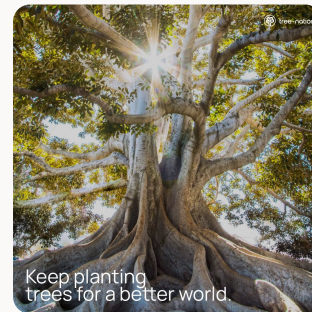


Original Images you can find [here](#).



Visual Assets

Plant for #EarthDay



Original Images you can find [here](#).



tree-nation

Thank you!

Have questions? Write to us to set up your campaigns for success.

sales@tree-nation.com