

2025 SSAFE Earth Day Resources

Find more resources at www.SSAFE.org

1. Event Categories & Activities

A. Displays & Signage

- **Signs** (e.g., Burma Shave signs)
- **Glass Displays** (e.g., Community glass displays)
- **Wall Displays** (e.g., Bulletin boards)
- **Digital Displays** (e.g., Photo loop with music attributed to a resident, Moss video loop)



B. Tabling

- **Hands-on** activities (bee houses, planting, items to pick up)
- **Educational tables** with flyers and displays (posters, flyers, games)

C. Social Gatherings & Celebrations

- **Parties**
 - Stop the Junk Mail Party
 - Carbon Footprint & Offsets Party
 - General social gatherings with Earth Day theme
- **Dinners** (Vegan or vegetarian group dinner with signage and even buttons to wear)
- **Contests with Gift Certificates** (“Plasticum” guess the weight or other competition)
- **Green Up Day** (Trash collection or cleanup initiative)
- **Children** (Field trips, invite local schools to participate)

D. Art, Film & Performance

- **Art Exhibit** (Resident artwork, eco-themed pieces)
- **Movie Series** (Be mindful of content—some documentaries can be discouraging)
- **Readings** (Poetry, nature writing, Earth-themed literature)
- **Music** (Earth or nature theme)










2. Themes & Focus Areas

- Celebrate the Earth
 - Connecting to Nature
 - Arboretums
 - Landscaping
 - Energy Topics (Solar, Green Energy, Energy Audit RFP Template)
 - Building Topics (Insulation, Windows, Infrared Photos, Unit Turnover Guide)
 - Climate Education (Atmosphere, Greenhouse Gases, What is Net Zero)
 - Outdoor Education: Bird sits, nature walks
 - Sustainable Eating
 - Alternative Packaging
 - Zero Waste
 - Composting
 - Plastic Problem
 - Refuse, Reuse, Rethink, Regift, Repair, Reduce, Recycle
 - Advocacy - Don't forget to advocate at the local, state, or even federal level!
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3. Planning & Marketing Tips

- ✓ **Early Planning** (Book rooms, secure display space, add to newsletters/websites)
 - ✓ **Announcement Strategies** (Use "Save the Date" if details are pending)
 - ✓ **Form Committees** (Start in January or February)
 - ✓ **Delegate Tasks** (Break work into small, manageable steps)
 - ✓ **Consider Permissions & Budget**
 - ✓ **Printing & Assembly** (Organize a party to help with flyer/poster assembly)
 - ✓ **Look for Discounts** (Senior or nonprofit discounts)
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4. New Ideas to Explore

-  Chef-led vegan/vegetarian recipe sharing + samples
-  Collaboration with existing committees (Foreign affairs, music, school children)
-  Book Clubs & Library Tie-ins
-  Chapel Engagement
-  Green Burial Education
-  Turf to Meadow
-  Tour of New Solar Panel Installation
-  Invite Sustainable Vendors
-  Offer samples

5. Best Practices

A. What Works:

- Hands-on activities
- Any type of engagement rather than passively observing
- Connecting to nature
- Good visibility and high traffic areas
- Large signage
- Bright colors
- Ask “someone how knows everyone” to volunteer to draw interest (people like to stop by and chat with the person and then get interested in the topic)
- Collaboration between groups such as local town and residents, or residents and administration
- Actions! Provide the action you would like residents to do such as sign up for a campus committee, join SSAFE and attend a speaker meeting, or sign a petition.

B. What Doesn't Work:

- Negativity and overwhelming people with bad news
- Lots of text to read in small print

A Few Photos for Inspiration



Common Area Display



'Build a Bee House' Table

A Sample Schedule from Collington for Earth Week 2024



 **Collington Celebrates Earth Week**
4/22-27, 2024

Monday, April 22
10 am: Climate Action Committee Meeting, Auditorium and Ch.972
11 am: Foreign Affairs Discussion Group - The Impact of Climate Change on Global Migration, Game Room
4 pm: Collington Rounds Singing Circle - Rounds for the Earth. Classroom A
7 pm: Monday Night Movie – “Dark Waters,” Auditorium

Tuesday, April 23
10-2pm: Arboretum Tour for Cora Rice Elementary 2nd Graders
9:30 – 12:30 am:- Trip to Prince George’s Co. Recycling Facility – Free bus
2:00 pm: Presentation in Game Room “What’s the BUZZ about Native Plants”
4:30 pm: Folk Songs for Earth Week - Ivy Lounge

Wednesday, April 24
10 - 12:30 am: - Campus-wide clean-up
Join Residents and Team Members at the Inner Gate House, Rain Date: April 25
5 pm: Vegetarian Buffet, Bird Room, Limited seating by reservation only.

Thursday – April 25
7:30 am: Bird Walk – meet Mary Hansen at the Lakeside Pavilion
7 pm: Film Screening - “Common Ground” - Auditorium

Friday - April 26
9 am: Arboretum Tour for Residents - meet Alice Nicolson at the Clock Tower
4 pm: Bird Walk – meet Mary Hansen at the Lakeside Pavilion
11:30 am: - Popular Music for Earth Week - by Don Zelman - Ch. 972
1:30 pm: Video - “Troubled Tributary: Maryland’s Patuxent River” - Ch.972

Saturday – April 27
9 am: Weed Warriors - meet Brian Dennis at the Heritage Sycamore site (signpost #9)
2:00 pm: - Videos on Silent Spring and Rachel Carson - Ch. 972

Consult Courier for additional details