

A group of five people are gathered on a large, dark, mossy rock formation. One person is crouching in the foreground, making a peace sign. The background shows a wide river with white water rapids, and rolling hills in the distance under a clear sky.

Business Membership Guide

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“We joined 1% for the Planet because we want to protect what we love, and 1% for the Planet provides my company with a credible way to make an impact by supporting nonprofits that are working to solve environmental problems.”

Rick Crawford, President,
Emerger Strategies
(Charleston, SC)

Welcome to our global network.

Let's grow this movement together.

Here is a guide to help you navigate your 1% for the Planet membership and inspire others to follow your lead.

Be a leader.

We are all here because we believe that we can do more together than we can alone. This is why we so value your 1% for the Planet membership and look forward to working alongside you to create a healthier economy and planet for all.

The compelling beauty of the 1% for the Planet movement is that we can all participate. We do this in myriad ways - through daily purchases, nonprofit partnerships, new memberships - and we bring our diversity of choices together to create a groundswell of collective action through the 1% for the Planet movement. It's an incredible opportunity, and we are creating powerful and effective hope together.

I'm so inspired by the fact our members have donated more than \$175 million to approved environmental nonprofit partners to date. Unfortunately, we still have a lot of work to do. The fact remains that only 3% of total philanthropy goes to the environment at a time when our planet needs more help than ever. 1% for the Planet members have always led with purpose and commitment, and we hope that the following toolkit will help you to take full advantage of your membership and every opportunity ahead. Our staff is always available to support you, so don't hesitate to be in touch.

Onward,

Kate Williams

Kate Williams
CEO, 1% for the Planet

About us.

WHO WE ARE

1% for the Planet is a global organization that connects dollars and doers to accelerate smart environmental giving. We recognize that the current level of environmental giving - only 3% of total philanthropy - is not enough to solve the most pressing issues facing our planet.

Through our business and individual membership, 1% for the Planet inspires people to support environmental organizations through annual membership and everyday actions. We advise on giving strategies, we certify donations, and we amplify the impact of our network.

Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, our members have given more than \$175 million to environmental nonprofits to date. Today, 1% for the Planet is a network of more than 1,400 member businesses, a new and expanding core with hundreds of individual members, and thousands of nonprofit partners in more than 60 countries. Our headquarters are located in Burlington, VT with staff located around the world.

OUR VISION

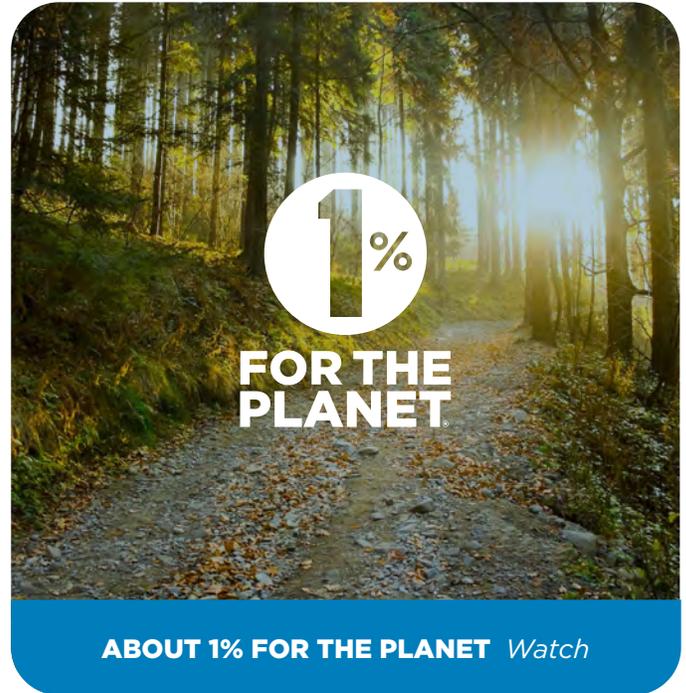
All together for our planet.

OUR MISSION

We bring dollars and doers together to accelerate smart environmental giving.

OUR MODEL

1% for the Planet is a global movement inspiring businesses and individuals to support environmental solutions through annual membership and everyday actions. We advise on giving strategies, we certify donations, and we amplify the impact of our network.



“We’ve been looking for ways to promote environmental responsibility while also doing all we can to reduce our own impact and 1% for the Planet has proven to be our perfect partner. The flexible and consistent yet transparent model helps us to convey a powerful message to our audience.”

Chris Ball, Managing Director,
Enduro Mountain Bike Association
(Edinburgh, Scotland)

Here's where to start.

New member checklist:

- LOGIN TO MEMBER RESOURCES
- UPDATE YOUR PROFILE (CONTACT INFO, COMPANY INFO, COMPANY CONTACTS)
- EMAIL A HIGH-RES LOGO AND A SHORT DESCRIPTION OF YOUR BUSINESS TO YOUR MEMBERSHIP MANAGER
- JOIN THE 1% FOR THE PLANET LINKEDIN GROUP
- FOLLOW US ON FACEBOOK, TWITTER, INSTAGRAM, AND YOUTUBE
- DOWNLOAD OUR BRAND GUIDELINES
- ACCESS OUR LOGOS AND INTEGRATE THEM INTO YOUR BRAND
- ANNOUNCE YOUR 1% FOR THE PLANET MEMBERSHIP TO YOUR TEAM AND AUDIENCE

For returning members.

Annual membership checklist:

- PAY RENEWAL DUES
- COMPLETE CERTIFICATION
- ENGAGE WITH 1% STAFF TO EVOLVE AND IMPROVE YOUR GIVING
- CHOOSE FROM MULTIPLE GIVING OPTIONS
- TELL YOUR INSPIRING STORY
- ADVERTISE YOUR COMMITMENT
- TAKE ADVANTAGE OF NETWORK OFFERS (AND SHARE YOUR OWN)
- ENGAGE YOUR EMPLOYEES
- ATTEND REGIONAL, VIRTUAL AND ANNUAL NETWORK EVENTS
- GROW THE NETWORK WITH REFERRALS



MEMBER RESOURCES

Login

(Quick Access)

Member resources.

KNOW OUR BRAND

Brand Guidelines [Download](#)

Logos [Download](#)



PRESS RELEASES & MORE

Announce Your 1% for the Planet Membership [Download Template](#)

Announce Your Partnership With Your Nonprofit Partner(S) [Download Template](#)

SOCIAL MEDIA TOOLS

Social Media Sharing Toolkit [View](#)

Membership Announcement: Social Media Examples [View](#)

Partnership Story: Social Media Examples [View](#)

STORYTELLING

Partnership Story Template [View](#)

VIDEOS TO SHARE

About 1% for the Planet [Watch](#)

A Growing Global Movement [Watch](#)

VIDEO ASSETS TO USE

Member Logo Motion Graphic [Download](#)

Primary Logo [Download](#)

End Card [Download](#)

Transparent Branding Bug [Download](#)

GIVING RESOURCES

Nonprofit Advising Questionnaire [Complete](#)

INTERNAL TEAM RESOURCES

Key Talking Points and Paragraph For Internal Announcement [View](#)

Intro To Individual Membership and Matching Ideas [View](#)

GROW OUR GLOBAL MOVEMENT

Referral Document [View](#)

Inspire your audience with our global brand.

One of the easiest ways to communicate your commitment to the planet is by harnessing the power of the 1% for the Planet logo. The more we use the 1% for the Planet logo, the more people recognize the businesses and individuals who commit to giving back. 1% for the Planet has 20% brand awareness among all U.S. consumers, and 34% awareness among young adults, ages 18-34. 40% of consumers say seeing our logo on a product would positively influence their purchase.

Please refer to our [member brand guidelines](#) for more details. If you have any questions about how to use the 1% for the Planet logo, please contact your membership manager or email us at marketing@onepercentfortheplanet.org.



USING OUR LOGO

PACKAGING

Add the 1% for the Planet logo to **your packaging, product hang tags, and other collateral.**



WEBSITE & ECOMMERCE

Beyond potentially using the 1% for the Planet logo in **your header, footer or other sections of your website,** consider creating a dedicated “partnerships” or “our commitment” page.



USING OUR LOGO (Continued)

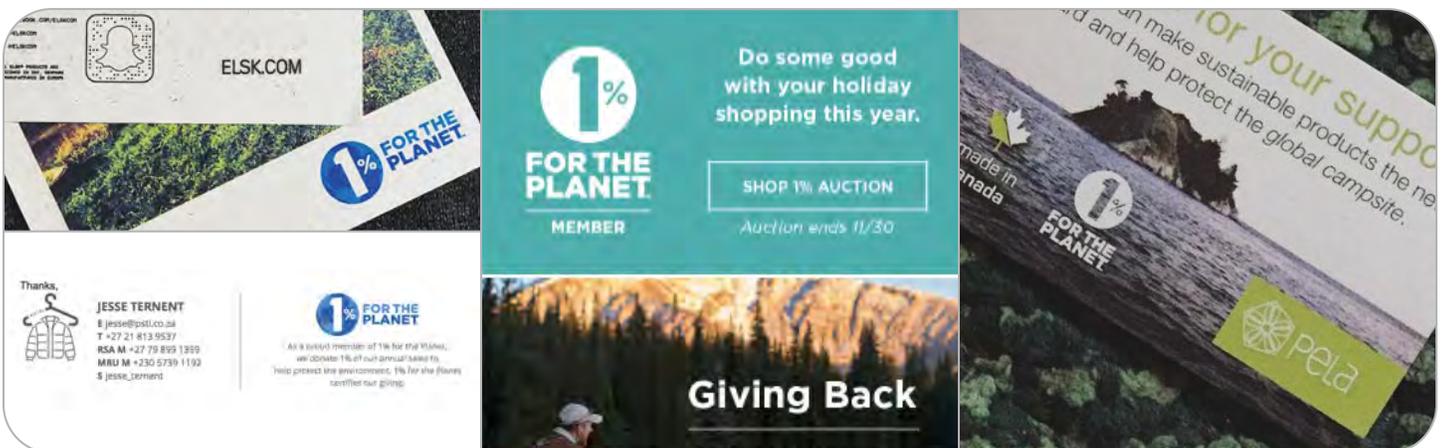
SIGNAGE & EVENTS

Promote your 1% for the Planet membership via **in-store signage at point of sale, on your windows, or on an end-cap display**. Order a member *promo pack* which includes stickers, window clings, and buttons. Communicate your commitment to the environment and help to differentiate your business by placing the 1% for the Planet logo on **your business cards, event collateral, trade show booth, or other materials**. Use our logos and follow our brand guidelines to create signage that works for your brand.



OTHER COMMUNICATIONS & COLLATERAL

Highlight your 1% for the Planet membership and partnership stories in **your email signature, newsletters, and press releases**.



Approved advertising program.

Each year, one-quarter (¼) of your 1% commitment can come in the form of approved advertising costs. These paid advertisements can be in print, digital display, paid social media, and other forms of advertising as approved by membership managers.

This program allows you to effectively communicate your values as a business by highlighting your 1% commitment in a simple and credible way, bringing more awareness to the issues you care about and to your nonprofit partners who are doing amazing work for our planet.

In order for ad expenses to count towards your 1% commitment, we ask the following:

- AD MUST FOCUS ON YOUR GIVING TO APPROVED NONPROFIT PARTNERS OR AT A MINIMUM, THE ISSUE AREA(S) YOU SUPPORT**
- AD MUST INCLUDE THE 1% FOR THE PLANET LOGO AND APPROVED LANGUAGE**
- AD MUST BE PRE-APPROVED BY 1% FOR THE PLANET**
- AD CONFIRMATION AND RECEIPT MUST BE SUBMITTED TO 1% FOR THE PLANET**

Please note that production/creative costs do not count towards your 1% commitment.

Digital ad platform.

Our *digital ad platform* makes placing an approved ad as easy and streamlined as possible. Through this platform, we're working with the media partners featured below. These media outlets are the ones that can best reach audiences that care about businesses commitment to our planet.

- GRIST**
- MOTHER EARTH NEWS**
- MOTHER JONES**

Through this platform, our 1% for the Planet media partners are offering special discounts and exclusive opportunities for our business members to ensure that you are getting the most out of your advertising spend.

In addition, our platform allows business members to create and deploy targeted paid social media posts. The best part? All creative development, media planning/buying, and ad serving costs are included in the cost of your advertising, saving you even more.

Learn more and get started with our *digital ad platform* today.

APPROVED ADVERTISING (Examples)

Branding that gives back.

We are proud to support TR Aid and the Marine Conservation Society through our 1% for the Planet membership. Learn more at onepercentfortheplanet.org.

1% FOR THE PLANET | **GRAIN**
Branding & Design

THIS JACKET GIVES BACK

Each jacket you buy [what it does for the environment].

As a member of 1% for the Planet we are committed to protecting our only home. 1% for the Planet certifies that 1% of our sales go to [insert issue area(s)] - i.e. climate change through organizations like [Nonprofit Partner(s)].

Learn more at onepercentfortheplanet.org

1% FOR THE PLANET | **patagonia**

Avocado Green Mattress
Sponsored · Like Page

As part of our commitment to the environment, we are proud to donate 1% of our revenues to nonprofits within the 1% FOR THE PLANET network.

1% FOR THE PLANET

This Green Mattress Gives Back 1% for the Planet.

Save \$150 on any mattress. Join the 1% movement. Help the Planet.

AVOCADOGREENMATTRESS.COM [Learn More](#)

Like Comment Share

This Jacket Gives Back.

We care about preserving and celebrating our public lands and through our 1% for the Planet membership we have donated 1% of our sales to groups like Shenandoah National Park Trust to create positive change for the environment. Learn more at onepercentfortheplanet.org

1% FOR THE PLANET

GREAT OUTDOOR PROVISION CO.

EQUIPPING LIFE & ADVENTURE
Barracks Road Shopping Center GreatOutdoorProvision.com

FULL DETAILS OF THE APPROVED ADVERTISING PROGRAM

[Read More](#)

GET YOUR AD PRE-APPROVED

[Download Form](#)

Using PR.

Giving back 1% of sales annually to the environment is a significant commitment and one you should be proud to share with your audience. Here are some materials to help you communicate your commitment to our planet.

PR TEMPLATES

ANNOUNCE YOUR 1% FOR THE PLANET MEMBERSHIP [Download Template](#)

ANNOUNCE YOUR PARTNERSHIP WITH YOUR NONPROFIT PARTNER(S) [Download Template](#)

Planning to announce a new product, partnership or business milestone? Be sure to mention your 1% for the Planet membership in your release. Integrating this core value often can help to strengthen your message. Please remember to share with your membership manager so we can help spread the word.

FOR IMMEDIATE RELEASE

For more information, contact:
Cate Starmer, 1% for the Planet
cate@onepercentfortheplanet.org
+1 (802) 861-0460

_____ Announces Membership with 1% for the Planet

CITY, STATE, DATE -- _____ joined 1% for the Planet, pledging to donate 1% of annual sales to support nonprofit organizations focused on the environment.

"Our member companies have donated more than \$175 million to our environmental nonprofit partners to date. Currently, only 3% of total philanthropy goes to the environment and, only 3% of that comes from businesses. The planet needs bigger support than this, and our growing network of member businesses is doing its valuable part to increase giving and support on the ground outcomes. Our members lead with purpose and commitment, characteristics that consumers support. We're excited to welcome _____ to our global network," says Kate Williams, CEO of 1% for the Planet.

ANNOUNCE YOUR MEMBERSHIP

Partnership Announcement
Below is a template to announce an approved nonprofit partnership.

FOR IMMEDIATE RELEASE

_____ is working with _____ to help _____

CITY, STATE, DATE -- _____ joined 1% for the Planet in ____, committing to donate 1% of annual sales to support nonprofit organizations focused on the environment. We joined 1% for the Planet because...

Body Paragraph(s): Introduce your partnership and talk about your giving story and the impact created. Here are some thought starters you can use as a guide:

1. We care deeply about [INSERT ISSUE(S)] because...
2. Through our 1% for the Planet membership, we partnered with [INSERT NONPROFIT

ANNOUNCE YOUR PARTNERSHIP(S)

BOILERPLATE LANGUAGE THAT YOU CAN INSERT INTO YOUR ANNOUNCEMENTS

[Business Member] is a proud member of 1% for the Planet. They take responsibility for the health of our planet by donating 1% of annual sales to environmental nonprofits creating positive change. Learn more at onepercentfortheplanet.org.

Also, see our [About Us](#) page for general information about 1% for the Planet, which can also be used as content to help describe and frame your 1% commitment with various stakeholders.

1% FOR THE PLANET IN THE MEDIA



PRESS RELEASE [Read More](#)

ALL GOOD SKINCARE PLEDGES TO DONATE TRUMP'S TAX CUTS BACK TO PLANET

All Good, an organic plant-based body care company has pledged to donate tax savings from the Trump tax cuts to organizations working on environmental issues. “At times like these, we believe that it’s more important than ever for businesses to take responsibility for our planet and give back to environmental nonprofits [...]



PRESS RELEASE [Read More](#)

1% FOR THE PLANET'S 10 TIPS TO GREEN UP YOUR HOME

As the weather warms up and we take on spring cleaning projects, 1% for the Planet and its members share the ways you can make your home and life better for the environment. All businesses mentioned are 1% for the Planet members, which means they give back the equivalent of 1% of sales annually [...]



PRESS RELEASE [Read More](#)

1% FOR THE PLANET PARTNERS WITH PRESS FORWARD

BURLINGTON, VT — 1% for the Planet, a global non-profit that connects dollars and doers to accelerate smart environmental giving, announced a partnership with Press Forward PR for media relations, communications and ambassador program consulting. “We’re thrilled to partner with 1% for the Planet member Press Forward [...]

Activating on social media.

Communicating your 1% for the Planet membership through social media is one of the easiest and most effective ways to highlight your commitment to our planet. Also, don't forget to follow us on:

□ **FACEBOOK** [@1percentfortheplanet](#)

□ **TWITTER** [@1PercentFTP](#)

□ **INSTAGRAM** [@1percentftp](#)

□ **YOUTUBE** [@1percentfortheplanet](#)

Here are some inspiring examples from our diverse business members to inspire you. Also see our regularly updated [social media sharing toolkit](#) for ready-to-share posts about your membership and our communication themes. Help us amplify your message further by always tagging us and using our preferred hashtags:

□ **#onepercentfortheplanet**

□ **#purchasefortheplanet**

□ **#alltogether**

□ **#fortheplanet**

LINKEDIN

Please join our [1% for the Planet LinkedIn group](#) to keep up with our latest news, events, and updates as well as to connect and collaborate with others across the network.

Need more inspiration for sharing your stories on social media? Check out our [social media sharing toolkit](#).

f EXAMPLES FROM FACEBOOK

Hopworks Urban Brewery
May 16, 2017 · 🌐

We're excited to officially announce our partnership with 1% for the Planet with a special event at Hopworks BikeBar tonight supporting The Street Trust, formerly the Bicycle Transportation Alliance!

Starts at 4PM Tonight. Toast at 6PM.



Hopworks Urban Brewery Officially Announces Its Involvement With 1% For The Planet

SHRED
October 24, 2017 · 🌐

We're proud to announce our partnership with 1% for the Planet. We're far from perfect, but we're working to reduce our environmental impact, improve the world around us, and inspire others to do the same. Head to [shredoptics.com/pages/our-impact](#) to learn more. And if you decide to purchase something from our website, know that we donate 1% of sales to Protect Our Winters. | #shredoptics | #slytech | PC: Luca Crivelli



Hairstory Studio
February 21 at 5:35pm · 🌐

We do things a little differently at Hairstory, from how we wash hair to how we sell products. And that's why we're thrilled to share that we have officially joined 1% for the Planet as a contributing company. This year, we have committed to donating 1% of our annual proceeds from sales of New Wash bottles to help those working toward a healthier planet. After all, it's the only one we've got. 🌍 <http://bit.ly/1percentHS>



ACTIVATING ON SOCIAL MEDIA *(Continued)*

EXAMPLES FROM TWITTER

ENO
@ENOnation

Follow

At our very core is the belief in the conservation and preservation of our wild places. We are excited to announce our @1PercentFTP membership to continue to be a driving force for positive environmental change! - enonation.com/1%FTP

#explore #giveback #ENOnation

9:33 AM - 20 Feb 2018

Hidden Woods Media
@HW_Media

Follow

We are proud to announce our membership with @1PercentFTP as we have committed 1% of our annual income to environmental charities 🍷🌍

8:47 PM - 23 Dec 2017

Small Circle Studio
@SmCircleStudio

Follow

We are thrilled to be new members with @1PercentFTP, which means that 1% of our annual sales goes towards helping protect the environment! #giveback

7:40 AM - 23 Feb 2018

EXAMPLES FROM INSTAGRAM

juiceboxbos
The Juice Box

Liked by 1percentftp and 18 others

juiceboxbos Thrilled to renew our #commitment this week to @1percentftp in 2018 #alltogether #fortheplanet Big thanks to our #customers for their support, inquiring about the 1% logos in our shop, stories of incredible #wellness journeys, and for asking the tough questions about our broken #food system and our #environment #giveback #walkthewalk #1percentplanet #inspired #plantstrong #southie If you are a business, community, individual please watch the short video in our bio - 2 minutes 🌱🍷

1percentftp Thrilled to have you in our #globalnetwork! Thanks for sharing.

FEBRUARY 25

solunacollective
Portland, Oregon

Liked by goldladdercoffee and 74 others

solunacollective Today, we are excited to announce that we are officially a member of an organization that we have admired for years: 1% Percent for the Planet. From the beginning, we have been devoted to the environment and specifically, the places near where our products are made. We believe our products benefit these communities from both an environmental and ethical perspective, and we are devoted to them 100%! We name our products after areas that have been negatively impacted by the fashion industry and try to raise awareness in as many ways as possible! While we truly...

regained
Planet Earth

Liked by 1percentftp and 84 others

regained We're ecstatic to announce our membership with 1% for the Planet. Now 1% of our annual sales will go towards supporting the environment. Check out our blog post to learn more! (link in bio)

View all 3 comments

JULY 18, 2017

Storytelling.

There's no better way to understand the power of 1% for the Planet's partnerships than through the stories of our network. These stories often inspire connections and greater impact. Partnerships evolve over time so they will continue to be an inspirational source of content. We encourage you to share your story on your own website and through other media to amplify the work that you and your nonprofit partner are doing to protect the planet.

EXAMPLES

How 1% for the Planet Helped Us Rethink Philanthropy

Posted by Tim Frick, MightyBytes

The planet can't wait and neither could our company. In this post, we share how becoming a 1% for the Planet member helped us streamline corporate philanthropy efforts and more effectively work toward a better future for people and planet.

We're taking a cue from our good friends over at Manoverboard, a fellow B Corp agency in Winnipeg, Canada, who recently wrote about why becoming a 1% for the Planet member is important to them. One of our first philanthropy acts of 2018 was to join the ranks of companies committed to earmarking 1% of their top-line revenue (not profit) to specific... [read more](#).

A Local Food Movement

Posted by 1% for the Planet

In 2003, brothers Benjy and Jonny Adler began selling crepes on Burlington's Church Street from a cart built out of wood floor scraps and an old sailboat trailer. Since then, The Skinny Pancake has grown from two griddles to more than 100, and has become a champion for local food along the way.

The desire to make an impact was sparked in 2005, when Benjy went on a service trip to New Orleans after Hurricane Katrina. "It was an eye-opening experience about what it takes to make real social change. I wanted to do that in my community," says Benjy. He returned to Vermont in 2006 with a vegetable oil-powered school bus to sell crepes at local festivals... [read more](#).

Our Homes, Our Land

Contributed by Maxwell Ryan, Apartment Therapy

I grew up in the Hamptons (my parents bought their house when I was born in 1966) - it was fairly wild back then - and watched the farmer's fields around my home slowly turned into houses and lawns. I realized that the forces that want to build houses and fill land have to be met with forces that protect it for those that live there already as well as the wildlife that is gradually replaced.

When we were teenagers, my mother and father split up and my mother bought some wild land far from town that had been a farm years earlier. Wanting to protect it for the future, she gave the building rights to the Peconic Land Trust which... [read more](#).

Crafting your partnership story.

TO START, HERE ARE SOME GUIDELINES TO KEEP IN MIND AS YOU WRITE YOUR STORY:

- Keep it **short**. Limit your story to 400 words and provide pictures (72-150 pixels per inch) that bring the work to life.
- Make it easy to **scan**. Stories with images, sub-heads, and bullet points can stand out amongst the massive amounts of info we are all presented with every day.
- Frame the story through your 1% for the Planet **membership**. Your membership stories help strengthen your brand message, but they also help us demonstrate the value of 1% for the Planet's partnerships. For example, *"First, we met with 1% for the Planet to determine how we could direct dollars to tree restoration efforts. Based on our goals, they recommended a non-profit partner, who used our dollars to help restore 500 acres of rainforest in Belize."*
- Emphasize **why** an issue matters to you. This helps provide context and connects the dots. For example, *"The health and livelihoods of 50,000 people depend on the Smith River. It's a critical source of drinking water and recreation for our community, and we want to be a leader in the effort to clean it up."*
- Focus on the **personal**. It's always more interesting to hear human stories than "business" stories. Find a personal angle to the story! Talk personally about what the issue means to you. For example, *"Our founder, Sue*

Smith, was a Peace Corps Volunteer in Peru and she's committed to giving back to the country that gave her such a rich life experience. Our goal was to find a nonprofit partner there working on environmental advocacy."

- Include great **visuals**. Be sure to include any photos (72-150 pixels per inch), graphics, videos, or links that highlight your giving story and help showcase your commitment to our planet. Our members have their own visual style but 1% for the Planet has had success in featuring images that show a diversity of people and places in which we live, work, and enjoy. Color is preferred over black and white; and documentary style over posed or studio setups.
- Be **specific**. Tell us about the issue you want to help address. How did your partnership with an approved nonprofit partner address or help solve the problem? For example, *"We are in the seafood business and care deeply about water issues. We worked with 1% for the Planet to identify nonprofit partners in key markets to help preserve the local waters in these areas."*
- Highlight the **results**. What was accomplished, and what are you planning for the future? For example, *"We protected two endangered species through our nonprofit partner, which in turn directed our dollars to putting 300 acres of the species' habitat into a conservation trust. Next year our goal is to add another 150 acres to the trust."*

Partnership story template.

Here's a template to get you started. Although this template may help you frame the story, please feel free to customize your story as needed to best represent your brand and values.

WHAT TO INCLUDE:

□ Give us some backstory. Why do you care about the environment? Why do you give back?

Example: *Some of my earliest and most important memories involve heading out on camping adventures with my family. Squeezed between my sister and brother in the middle row of our family mini-van, my parents would take us across New York State as often as they could, visiting various parks and natural areas. Lying out beneath the stars, stoking the campfire, and running through the woods with my siblings left an indelible impact, helping mold me into a lifetime advocate and steward of our planet.*

□ What business are you in? What do you do?

Example: *Upon graduating with a Bachelor's degree in environmental science, I realized quickly that I had the spirit of an entrepreneur and wanted to create a business that allowed me to pursue my passions and live my values. That is how I became a sustainability consultant and started building the company, EcoSolutions Inc.*

□ Why did you join 1% for the Planet? How does this help you to achieve your goals?

- We joined 1% for the Planet because...

Example: *After consulting with my team, we joined 1% for the Planet wanting to formalize our commitment to giving back to the environment. For our business, 1% of sales is a significant commitment, but we all believe that it is an essential component of doing business the right way. It was like drawing a line in the sand. Being able to communicate our commitment clearly and concisely to customers has been a huge value-add and speaks to the core values of many of our clients.*

□ What specific issues do you care most about? What nonprofit(s) do you partner with?

- We care about [issue area] because...
- To address this issue, we partner with...
- [Nonprofit Partner] is providing this solution to the issue...

□ We value this partnership because...

Example: *As a group, our team is deeply committed to the health of the Great Lakes ecosystem. 1% for the Planet helped us identify an amazing organization, The Alliance for the Great Lakes, which focuses exclusively on this issue.*

PARTNERSHIP STORY TEMPLATE *(Continued)*

❑ **What work is your nonprofit partner doing to effect change? Can you describe their mission and programming?**

Example: *The Alliance for the Great Lakes works to conserve and restore the world's largest surface freshwater resource using policy, education and citizen involvement. Through the funding we provide, we've been able to sponsor multiple beach cleanups on the shores of Lake Ontario, allowing us to volunteer as a staff, encourage our clients to participate, and engage with a great local group of individuals who are committed to protecting our planet.*

❑ **What are the outcomes of this work? What has been accomplished?**

- To date [impact] has been accomplished...

Example: *Our most recent beach cleanup effort included 85 volunteers, a combined total of more than 350 volunteer hours, and more than 1,000 pounds of trash collected. We heard from many volunteers that the particular stretch of beach that we worked on hadn't looked so clean in decades.*

❑ **What value have you experienced being part of the 1% for the Planet community and from developing partnerships?**

- As a member of 1% for the Planet we have enjoyed, experienced, been able to...

Example: *As proud members of 1% for the Planet, we're so excited to continue partnering with amazing organizations like The Alliance for the Great Lakes and hope to be able to continue to grow our give back program. The incredibly valuable advice that 1% provides and the help they provide in communicating our efforts have been so much fun to be a part of.*

❑ **What do you hope for in the future?**

- In the future I/we/our company hope for...

Example: *We hope that we can continue to be a voice for the environment and encourage more businesses to stand up for our planet. Change is only going to happen if we can all work together!*

Share your story on your website, newsletters, or through your social media channels and please email your membership manager a copy or link.

Sharing your stories on social media.

Social media is the perfect platform to share your partnership stories.

LINKEDIN

Once you join our *1% for the Planet LinkedIn group* you can share stories here too and keep up with our latest news, events, and updates as well as to connect and collaborate with others across the network.

NEED MORE INSPIRATION FOR SHARING YOUR STORIES ON SOCIAL MEDIA?

Social Media Sharing Toolkit

WANT TO COMMUNICATE YOUR 1% FOR THE PLANET MEMBERSHIP?

Activate on Social Media

f EXAMPLES FROM FACEBOOK

 **Maine Beer Company** added 5 new photos. March 1 at 11:52am

This month we feature one of our favorite 1% for the Planet organizations, the Center for Wildlife. Started in 1986 by a veterinarian in York, Maine, today the Center for Wildlife proudly serves the New England region typically managing 1,800+ patients each year (native wildlife injured because of vehicle collisions, domestic pets, pollution, fishing lines, oil spills, and other human-related causes), representing more than 190 species of birds, reptiles, and mammals. We're proud to support their efforts to care for wildlife & their educational outreach to teach the public more about the animals around them. Check our events page for events we will be hosting throughout the month in support of Center for Wildlife and for more information on how you can help.



 **EnviroKidz** February 16 at 12:00pm

The cheetah's tail is like a rudder on a boat. They use it to steer themselves and maintain balance while running at high speeds! Did you know you can help save cheetahs from extinction? Every time you buy a box of Cheetah Chomps, EnviroKidz donates 1% of all sales to the African Wildlife Foundation! Visit our website to learn about the other amazing organizations we give back to through 1% for the Planet!



 **Conscious Public Relations Inc.** May 12, 2017 Like Page

Help us help the planet! As part of our membership with 1% for the Planet, we get to choose which local, environmental non-profit organization to donate some of our 2016 1% to! Please help us choose between:

Fraser Riverkeeper: <http://fraserriverkeeper.ca>

FarmFolkCityFolk: <http://farmfolkcityfolk.ca>

Sole Food Street Farms: <http://solefoodfarms.com>

...or another deserving organization that is a 1% For the Planet non-profit partner: <http://www.onepercentfortheplanet.org/wh.../nonprofit-partners> (We won't be able to split the donation this year because of the amount.)

We'll be making our donation on TUESDAY, MAY 16 so we need your votes before then. Post your vote in the comments below. THANK YOU!



SHARING YOUR STORIES... (Continued)

EXAMPLES FROM TWITTER

Smog City Brewing Co
@SmogCityBeer

Follow

Pint with Purpose today at the Taproom! Join as we support our Marine Mammal Friends through Smog partnership with @1percentftp and @marinemammalcare . A percentage of the gross sales from tonight goes directly to protecting, supporting and rehabilitating our local "sea puppies".

9:40 AM - 15 Feb 2018 from Turquoise, CA

Fields Good Chicken
@FieldsChicken

Follow

"Let's do this together. With the help of people passionate about the planet, we #giveback dollars to doers. All it takes is an annual pledge of 1%."

📷: @1PercentFTP

FGC has proudly pledged to support Scenic Hudson with 1% from the menu items with the Green Globe icon.

1:31 PM - 26 Feb 2018

MANDUST®
@mandustpowder

Follow

Proud to do what we can to give back through @1percentftp and the nonprofit partner @cwf_fcf

...

#myonepercent #joiningforces #giveback #fortheplanet #doyourpart #canada #shoplocal #mandust #ladydust #keeptheboysfresh #keepherfresh #respectourplanet #w... ift.tt/2H0qivY

5:51 AM - 3 Mar 2018

EXAMPLES FROM INSTAGRAM

naturclean

It's a Match!!

1% FOR THE PLANET

NaturClean
Go Green
When You Clean

BE THE CHANGE
EARTH ALLIANCE

40 likes

naturclean As a business member of @1percentftp, NaturClean is committed to donating at least 1% of sales to non profits partners, who are fighting to create a better future.

After reviewing local companies, I'm proud to have chosen Be the Change Earth Alliance as our non profit partner - their initiative to educate youth, and empower them to make more sustainable choices is so amazing!! Make your shopping dollars do more; visit onepercentfortheplanet.org to find social enterprises that you can support, and...

lalunarosesign

1% FOR THE PLANET MEMBER

Liked by 1percentftp and 57 others

lalunarosesign We're so stoked to have partnered with @1percentftp. 1% For the Planet is a global movement connecting businesses, consumers & non-profits committed to address the most pressing issues facing our planet. We realise that running a business in today's world, has a cost on the environment (albiet a very small one for us). We're taking responsibility & looking for ways to help reduce that. Through our pledge to donate 1% of our annual sales we have partnered with 2 Non-Profits close to our heart: @sustainablecoastlines & @byebyeplasticbags...

wanderingbison

Liked by 1percentftp and 196 others

wanderingbison We don't know what your experience has been, but for us, public land has shaped who we are. The freedom we'd feel camping as kids to the pure joy that still hits us when we trail run. Our lives would forever be changed if we didn't have access to the outdoors. That's why we're a part of @1percentftp and we give 1% of sales to @trustforpublicland We shouldn't be the only ones who've had the chance to grow up outdoors. The next generations should have that chance as well. Don't you agree? 📷: @juanster #ourland #slownatured

View all 4 comments
JANUARY 25

Using video.

Video is an amazing tool to effectively engage with your audiences, share partnership and impact stories, convey our collective message of taking responsibility and giving back, and encourage others to join our global movement. Share your videos with us and check out our latest videos on [YouTube](#) - we encourage you to share on social media and embed on your own website. Amplifying each other's messages is especially important - and powerful - with video content.



The top 5 elements of a giving video.

- YOUR CONNECTION WITH 1% FOR THE PLANET**
- ISSUE AREA THAT YOU SUPPORT**
- MOTIVATION FOR TAKING RESPONSIBILITY AND GIVING BACK**
- PARTNERSHIP INFO**
- CALL TO ACTION (WHY OTHERS SHOULD JOIN 1% FOR THE PLANET)**

The 3 types of giving videos.

□ BUSINESS MEMBER PROMOTIONAL VIDEO

Values-focused video including motivation for joining 1% for the Planet as a member and giving back.

Example I.

BUSINESS MEMBER: MAINE BEER COMPANY



EXAMPLE I. *Watch*

□ BUSINESS MEMBER/NONPROFIT PARTNERSHIP VIDEO

Detailing the impact of a partnership between a business member and nonprofit partner.

Example II.

**BUSINESS MEMBER: SPINDRIFT AND
NONPROFIT PARTNER: SUSTAINABLE
NANTUCKET**



EXAMPLE II. *Watch*

□ NONPROFIT PARTNER ABOUT VIDEO

Mission-focused video, appealing to business members to donate, about a nonprofit partner's impact, and opportunities for partnerships.

Note: If sponsored by business member, it would be considered an in-kind donation (contact your membership manager for more information).

Example III.

**NONPROFIT PARTNER WESTERN RESERVE
LAND CONSERVANCY**



EXAMPLE III. *Watch*

Branded graphics for business members.

- **MEMBER LOGO MOTION GRAPHIC** [Download](#)
- **PRIMARY LOGO** [Download](#)
- **END CARD** [Download](#)
- **TRANSPARENT BRANDING BUG** [Download](#)

In-network video production resources.

Contact your membership manager to learn about our members that specialize in video production and provide in-network discounts.

Resources courtesy of Your Video Guides.

Your Video Guides, one of our media partners, has shared some planning worksheets to help guide your own video process.

- **WEBINAR RECORDING: USING VIDEO TO TELL YOUR GIVING STORY PRESENTED BY 1% FOR THE PLANET AND YOUR VIDEO GUIDES** [Watch](#)
- **VIDEO PROCESS OVERVIEW** [Download](#)
- **BUDGETING 101** [Download](#)
- **PLANNING WORKSHEET I.** [Download](#)
- **PLANNING WORKSHEET II.** [Download](#)
- **SHOOTING AND EDITING** [Download](#)
- **WHAT TO EXPECT: WORKING WITH A VIDEO PRODUCTION COMPANY** [Download](#)



YOUR VIDEO GUIDES

Learn about strategic nonprofit partnerships.

Let 1% for the Planet advise you on a giving strategy and help you connect with great nonprofit partners!

Your 1% for the Planet commitment is about investing in organizations that are providing solutions to the most pressing environmental issues.

Consider aligning your nonprofit partnerships with your overall business objectives to ensure that you are creating shared value for your business, your partners, and the planet. We can serve as a strategic advisor to help develop a customized giving strategy that aligns with your CSR goals and amplifies your commitment to the planet.

View your business' current information and take the [nonprofit advising questionnaire](#).

We would be happy to discuss your goals and priorities! If you would prefer to be in touch directly, please reach out to your membership manager or email membership@onepercentfortheplanet.org and let us know how we can help.

STORIES OF NONPROFIT ADVISING IN ACTION

Spotlight on Nonprofit Advising [See Examples from Our Issue Areas](#)

KING ARTHUR FLOUR & CENTURIES OF STEWARDSHIP [See How They Chose the Perfect Partner](#)



Giving made easy: choose from multiple giving options.

Meeting your annual 1% commitment is easy when you're able to choose how you give to our approved nonprofit partners.

NOTE: ALL GIVING ON BEHALF OF YOUR 1% COMMITMENT MUST GO TO APPROVED NONPROFITS IN THE 1% FOR THE PLANET NETWORK.

□ MONETARY DONATIONS

At least half ($\frac{1}{2}$) of your 1% commitment must be met through monetary donations. This includes your annual membership dues!

Certification

Submit the payment receipt or a thank you letter from the nonprofit, showing the date and dollar amount of the donation. For donations to 1% for the Planet - including dues - you do not need to take any action for certification purposes.

□ IN-KIND DONATIONS

Up to one-quarter ($\frac{1}{4}$) of your 1% commitment can be met through in-kind donations like product, service, and/or employee volunteer time.

Product donations will be valued at wholesale cost and services will be valued at your normal rate. Submit your internal documentation of product or service donated (e.g. a zeroed out invoice) or a thank you letter from the nonprofit stating what was donated.

For volunteer time, you must capture the number of employees, the date, the amount of time volunteered and the approved nonprofit you worked with. You have the option of including an employee's hourly salary. If you do not include salary information, we will use the approved IRS rate of \$25/hr.

GIVING MADE EASY... (Continued)

□ APPROVED ADVERTISING

Up to one-quarter (¼) of your 1% commitment can be met through approved advertising costs. Please review our [approved advertising guidelines](#) or speak with your membership manager. Eligible advertisements must receive pre-approval from your account manager, or be placed through our [digital ad platform](#).

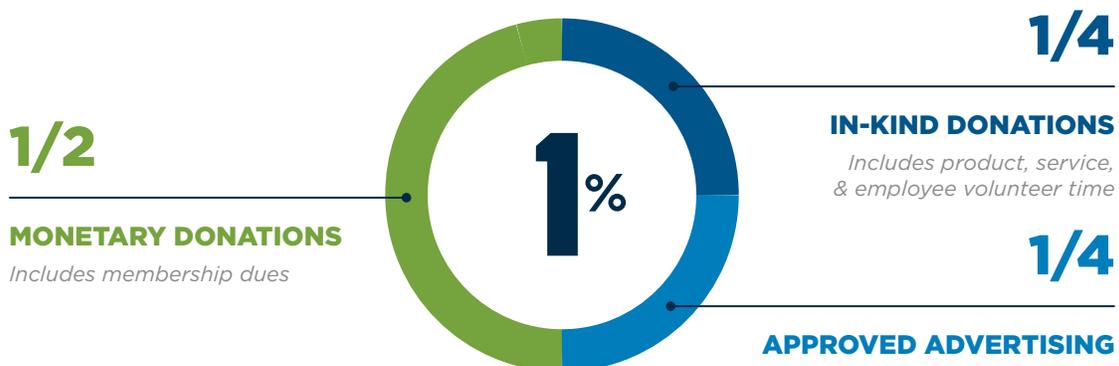
In order for ad expenses to count towards your 1% commitment, we ask the following:

- **Ad must focus on your giving to an approved nonprofit partner(s) or at a minimum, the issue area you support**
- **Ad must include the 1% for the Planet logo and approved language**
- **Ad must be pre-approved by 1% for the Planet**
- **Ad confirmation and receipt must be submitted to 1% for the Planet**

Certification

Ads placed through the [digital ad platform](#) automatically generate the required documentation. No need to submit anything to 1% for the Planet. For ads you place yourself after receiving approval from your membership manager, submit proof of payment for placing the ad (e.g. an invoice or payment receipt from Facebook, your local newspaper) and a final copy of the advertisement. Approved advertising only applies to paid placement and not costs associated with design, development, etc.

A Breakdown of the 1% Commitment



What your 1% could look like.

Example Business Member

Annual Revenue

\$2 Million

Company Size

10 Employees



1/4 APPROVED ADVERTISING

Approved Advertising Spends
\$5,000

You're already paying for marketing so leverage your brand and help grow the movement. Increase the reach and audience of your nonprofit partners.

1/2 MONETARY DONATIONS

Membership Dues
\$1,000

Monetary Giving
\$9,000

Your monetary support of environmental nonprofits enables new programming and provides greater impact.



1/4 IN-KIND DONATIONS

Donated Product/Services
\$2,500
(Wholesale Value)

Volunteer Time
100 Hours x \$25/Hour = \$2,500
(10 Employees x 10 Hours)

Get credit for product you're already giving. Formalize an employee volunteer program and celebrate your team's participation in helping you meet your 1% commitment.



Make your donation & certify.

Online Payment

Getting ready to donate to one of your nonprofit partners? Congratulations! Make sure they know your donation is part of your 1% commitment by including the following language:

SAMPLE LANGUAGE FOR THE MEMO SECTION

Hello [Nonprofit Partner],

Please accept the enclosed donation on behalf of [Business Member] in support of the incredible work you are doing for [issue area]. This donation comes as part of my 1% for the Planet commitment in [fiscal year]. Thank you for your work to protect and preserve our planet.

Please help spread the word about our partnership!

Thank you and we look forward to receiving your receipt of donation.

Sending A Check

We've created a template to fill out and print to include with your mailed check. Please don't hesitate to reach out if you need further assistance. [Download Template](#)

Login to Member Resources to Learn More About Certification

We're thrilled about your membership and commitment to the planet. Thank you for the donations you've given to our approved nonprofit partners.

Knowing that certification is an integral part of the 1% for the Planet model and what lends credibility and trust to your commitment, we are here to support you with making the process as quick and easy as possible. Not only does certification add credibility to your giving, but the process also enables us to collect the amazing stories of who you've supported, the causes you're most passionate about, and how it's made an impact in your community and worldwide. That's the best part of what we do!

Your Profile
Edit your personal and organizational details
My Contact Information
My Company Information
My Company Contacts

Member Toolkit & Logos
View and download the latest branded assets
View Your Member Toolkit
Download Logos and Brand Guidelines

Nonprofit Selection
Take the advising questionnaire to receive strategic support in choosing nonprofit partners. Interested in supporting a nonprofit not currently in our network? Recommend them below.
Nonprofit Advising Questionnaire
View Nonprofit Directory or Recommend a Nonprofit

Certification & Donations
Complete your annual certification and pay member dues
Submit Certification Materials
Pay Membership Dues

MEMBER RESOURCES Login

What we need for certification.

ANNUAL REVENUE VERIFICATION

At the close of your fiscal year, we'll need to receive an audited statement of your annual revenue. This can be a copy of your tax return (only the page that shows your income) or a brief letter from your CPA. Please login to member resources and [upload your documentation](#).

DONATION RECEIPTS

You've chosen which nonprofit partners you'd like to support, made your donations directly to them, and received an email confirmation or an acknowledgment letter. Now it's time to upload those donation receipts by [logging into member resources](#).

MEMBERSHIP DUES

Your annual membership dues support our mission and ability to grow the network. Please view the dues chart and [make your online payment](#). Prefer mailing a check instead? No problem! Please make it out to 1% for the Planet and mail to 47 Maple Street, Suite 103, Burlington, VT 05401.

When do I need to submit my dues and documentation?

You have 120 days (4 months) after the close of your fiscal year to submit these materials to us, but please feel free to upload them at any time as you receive information. And if you need an extension, just let us know - we're always happy to work with you!

Questions about the process?

Please reach out! Email certification@onepercentfortheplanet.org or give us a call at (802) 861-0460.

Annual Revenue (USD)		Annual Dues (USD)		Annual Revenue (USD)		Annual Dues (USD)	
\$0 - \$200,000		\$300		\$100,000,001 - \$150,000,000		\$40,000	
\$200,001 - \$500,000		\$500		\$150,000,001 - \$200,000,000		\$50,000	
\$500,001 - \$1,000,000		\$750		\$200,000,001 - \$250,000,000		\$70,000	
\$1,000,001 - \$5,000,000		\$1,000		\$250,000,001 - \$300,000,000		\$80,000	
\$5,000,001 - \$10,000,000		\$2,000		\$300,000,001 - \$350,000,000		\$100,000	
\$10,000,001 - \$25,000,000		\$5,000		\$350,000,001 - \$400,000,000		\$110,000	
\$25,000,001 - \$50,000,000		\$10,000		\$400,000,001 - \$450,000,000		\$130,000	
\$50,000,001 - \$100,000,000		\$20,000		\$450,000,001 - \$500,000,000		\$140,000	

ANNUAL MEMBERSHIP DUES CHART [Edit](#)

Inspire your team.

1% for the Planet is much more than simply sending a donation to a nonprofit. When used effectively, 1% for the Planet can be a tool to engage and motivate staff. It isn't about just telling staff where a donation goes, it can be about having them play a role in the entire process. Whether it is through helping to select nonprofits or having them actually volunteer with the groups that the company supports, 1% for the Planet can help you instill a culture of giving into your company's DNA. Below are some helpful statistics and resources related to the importance of employee engagement and where and how 1% for the Planet fits in.

EMPLOYEE ENGAGEMENT

There's no doubt that having an engaged staff results in a variety of benefits. However, amazingly, only 40% of the workforce knows about their company's goals, strategies and tactics (Source: Bain.com). More and more, workers are deciding where to work based on how values-aligned they are to their place of employment. 1% for the Planet helps to create a mission that employees can embrace and engage with everyday.

Engaged employees drive ROI:

- Highly engaged employees are 38% more likely to have above-average productivity. (Source: *Workplace Research Foundation*)
- Increasing employee engagement investments by 10% can increase profits by \$2,400 per employee, per year. (Source: *Workplace Research Foundation*)
- Businesses with engaged employees outperform those without by 202%. (Source: *Dale Carnegie*)

Engaged employees save money:

- Businesses that foster engaged brand ambassadors in their workforce report an average of 2.69 sick days taken annually per employee, compared to businesses with weak engagement efforts, reporting an average of 6.19 sick days. (Source: *Workplace Research Foundation*)
- 83% of millennials - and 70% of the U.S. workforce - would be more loyal to a company that helps them contribute to social and environmental issues. (Source: *Cone Communications*)

INSPIRE YOUR TEAM *(Continued)*

Engaged employees save money:

- Pride in a company's societal impact is one of the three key drivers of employee engagement. *(Source: Dale Carnegie)*
- More than 50% of millennials say they would take a *pay cut* to find work that matches their values, while 90% want to use their skills for good. *(Source: Fast Company)*
- 88% of millennials say their job is more fulfilling when they are provided opportunities to make a positive impact on social and environmental issues. *(Source: Cone Communications)*
- Almost 70% of employees say that giving back and being civically engaged are their highest priorities. *(Source: Ivy Business Journal)*

Here is a great example of how 1% for the Planet member 15Five has incorporated their membership into their work culture: [Purpose-Driven Companies Are Driving The New Economy](#).

ANNOUNCING YOUR MEMBERSHIP INTERNALLY

Sharing the news of your membership internally is just as important as it is externally. Get your whole team on board when announcing that you have joined - plus remember to share regular updates on your partnerships. (Similarly, consider how you might frame your membership externally through [storytelling](#)).

Why did you join?

3 key talking points with staff, colleagues, business partners, customers, etc.

- *We joined 1% for the Planet because we believe...*
 - in taking responsibility and giving back for our planet
 - that more than 3% of philanthropy should go to environmental causes
 - we can't wait
 - consider other ideas and speak from your heart
- *We will partner with approved nonprofits to focus on the issue area of...*
 - climate
 - food
 - land
 - pollution
 - water
 - wildlife
- *Our membership helps us communicate that commitment - and inspires others to join the global movement.*

INSPIRE YOUR TEAM *(Continued)*

ORGANIZATION DETAILS

See our [About Us](#) page for our vision, mission, model, and other organization info to share. Here is a general overview paragraph for your internal communications such as a staff focused newsletter:

We take responsibility and give back to our planet as a member of the 1% for the Planet network. This global movement connects individual and business members with approved nonprofit partners who are creating positive impact. Member businesses donate 1% of sales each year directly to these environmental nonprofits. 1% for the Planet advises on giving strategies, certifies donations, and amplifies the impact of the network.

SAMPLE INTERNAL ANNOUNCEMENT

[Add inspiring image]

We are excited to announce that we've become a member of 1% for the Planet.

This company was founded on the principles of not just making great products but also doing good.

Giving back is an integral part of who we are.

We joined 1% for the Planet because we believe the planet needs us now and it is time to take responsibility. Moving forward, we will partner with a trusted nonprofits that focus on issues we care about, like climate change, water conservation, etc.

Our 1% for the Planet membership helps us communicate that commitment in a straightforward way using a very powerful and recognizable brand. Look for our upcoming public announcements and more as we incorporate the logo onto our products and collateral and 1% for the Planet messaging into our communications.

1% for the Planet is a global organization that connects dollars and doers to accelerate smart environmental giving. Only 3% of total philanthropy goes to the environment, and that is not enough to solve the most pressing issues facing our planet.

Through business and individual membership, 1% for the Planet inspires people to support environmental organizations through annual membership and everyday actions. They advise on giving strategies, certify donations, and amplify the impact of the network.

Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, our members have given more than \$175 million to environmental nonprofits to date. Today, 1% for the Planet is a network of more than 1,200 member businesses, a new and expanding core with hundreds of individual members, and thousands of nonprofit partners in more than 60 countries.

INSPIRE YOUR TEAM *(Continued)*

ADDITIONAL STAFF UPDATE ABOUT MEMBERSHIP NEXT STEPS AND THEIR INVOLVEMENT

Expect more news as we choose our nonprofit partner - a process that you will all get to have a voice in. We'll also look to set up local volunteer opportunities together. And we can explore ways to harness your employee matching program to encourage staff to become individual members of 1% for the Planet.

HOW YOU CAN JOIN OUR GLOBAL NETWORK AS AN INDIVIDUAL MEMBER *Learn More*

LEARN MORE ABOUT 1% FOR THE PLANET WITH THE BELOW VIDEOS AND DON'T FORGET TO SHARE!



ABOUT 1% FOR THE PLANET *Watch*



A GROWING GLOBAL MOVEMENT *Watch*

Leverage the network.

1% for the Planet is a global network with thriving hubs all over the world. We are constantly striving to build network relationships - beyond introductions between members and nonprofit partners - through co-op offers, network groups, and events. Whether you are looking to combine efforts locally or internationally, our network is even more powerful when we work together.

NETWORK OFFERS

Network offers are a great way for you to engage with the network and grow awareness for your brand. Our network spans more than 40 countries across many industries, providing an incredible collection of opportunities.

Network offers usually take the form of a discounted product or service that you offer that we then share with the network, however, we are always interested in exploring new types of opportunities. Check out our newsletter for the latest offerings.

Check [member resources](#) for current offers. If you are interested in creating an offer, please reach out to your membership manager.

NETWORK GROUPS

Please join our [1% for the Planet LinkedIn group](#) to keep up with our latest news, events, and updates as well as to connect and collaborate with others across the network. Don't forget to follow us on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#) to keep up with our latest news and discover opportunities to amplify each other's messages.

EVENTS & TRADESHOWS

1% for the Planet hosts and co-hosts regional events on a regular basis all over the world to engage with member businesses, nonprofit partners, potential members, and donors plus others interested in the environment and our network. Events also provide an opportunity to make connections, showcase the 1% for the Planet model in action, and highlight all the meaningful work of our network.

LEVERAGE THE NETWORK *(Continued)*

STAY INFORMED & GET IN TOUCH

Visit our [Our Events](#) page on our website to keep up to date on the latest network events in your local area. Our internal team is regularly at regional events, industry trade shows (from the food-focused Expo West to summer and winter Outdoor Retailer), and member-led events. Plus we welcome you to join us at our annual Global Summit. We offer event highlights through our regular newsletter and also through our social media channels.

If you are interested in co-hosting an event with us, or another member, or have an event you'd like to share with us please send to your membership manager and post on our [LinkedIn group](#).

Below are some basic network event details and how you can create your own.

MEMBER-LED EVENTS

Network events organized by members often embrace a casual, happy-hour style that provides ample time for making connections as well as speaking or presentation opportunities.

Structure and flow ideas:

- ❑ The average event lasts about 2 hours.
- ❑ The speaking portion (20-45 minutes) kicks off with a brief 1% for the Planet message, followed by a featured partnership story, ideally told by the member and nonprofit partner, discussing how their partnership via the 1% for the Planet network is driving impact and creating a healthier planet. The 1% for the Planet videos ([About 1% for the Planet](#) and [A Growing Global Movement](#)) can serve as a great way to begin the conversation.
- ❑ Consider inviting others from the 1% for the Planet network (search our [business member](#) and [nonprofit partner](#) network directories), potential individual and business members, and others interested in learning more, supporting, or joining our movement.

Potential event types:

- Happy hour
- Movie premieres
- Product launches
- Panel discussions
- Art openings
- Live music
- Be creative!

If you have questions or ideas regarding events, please reach out to your membership manager.

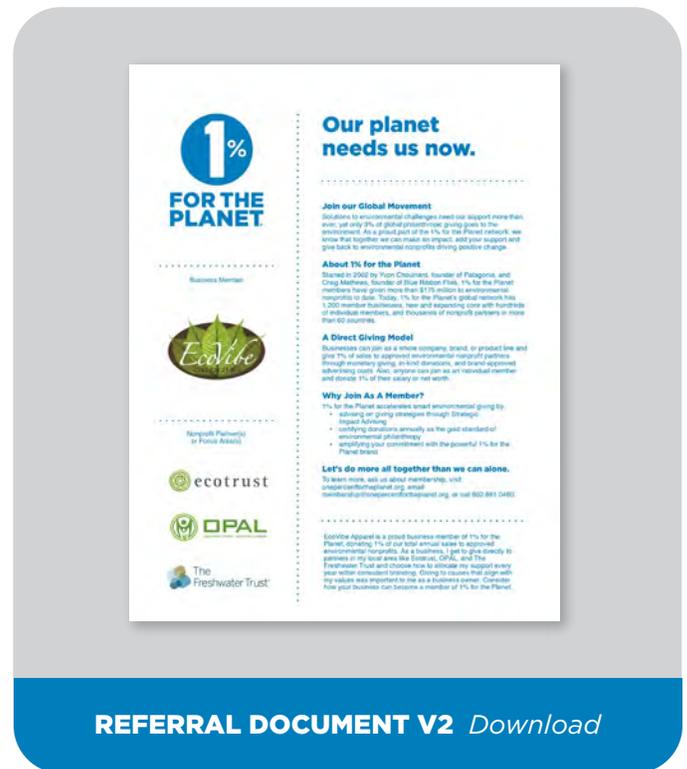
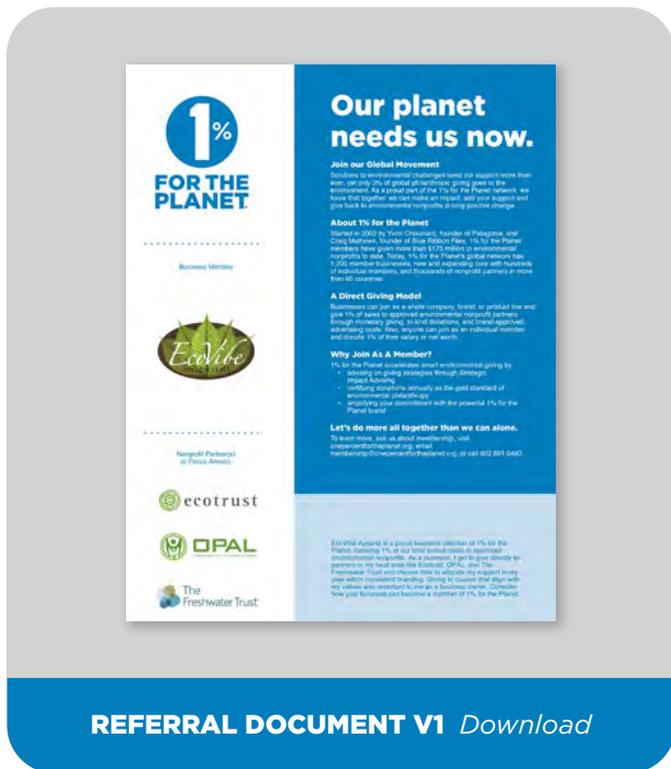
Grow our global movement.

Spread the word about your commitment and inspire others. One of the best ways to build awareness and help grow our global movement is by referring both businesses and individuals to join. All together for the planet!

Below is a quick 1% for the Planet summary that you can customize to include your giving story and share with others who want to learn more or use it to create your own materials such as a brochure to describe your membership.

HOW TO CUSTOMIZE YOUR 1% FOR THE PLANET REFERRAL DOCUMENT

Download the full-bleed color-block version (left) or more printer-friendly alternate version (right)



GROW OUR GLOBAL MOVEMENT *(Continued)*

- ❑ Replace the "Business Member" photo and name
- ❑ Replace the "Nonprofit Partner(s) or Issue Area(s)" logo(s) and text (update the header text to include one or the other)
- ❑ Replace the customizable paragraph in bottom right-hand corner
- ❑ Share your referral document digitally and/or print!

TEXT FOR CREATING YOUR OWN REFERRAL MATERIALS

Our planet needs us now.

Join our Global Movement

Solutions to environmental challenges need our support more than ever, yet only 3% of global philanthropic giving goes to the environment. As a proud part of the 1% for the Planet network, we know that together we can make an impact: add your support and give back to environmental nonprofits driving positive change.

About 1% for the Planet

Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, 1% for the Planet members have given more than \$175 million to environmental nonprofits to date. Today, 1% for the Planet's global network has 1,400 member businesses, new and expanding core with hundreds of individual members, and thousands of nonprofit partners in more than 60 countries.

A Direct Giving Model

Businesses can join as a whole company, brand, or product line and give 1% of sales to approved environmental nonprofit partners through monetary giving, in-kind donations, and brand-approved advertising costs. Also, anyone can join as an individual member and donate 1% of their salary or net worth.

Why Join As A Member?

1% for the Planet accelerates smart environmental giving by:

- Advising on giving strategies through Strategic Impact Advising
- Certifying donations annually as the gold standard of environmental philanthropy
- Amplifying your commitment with the powerful 1% for the Planet brand

Let's do more all together than we can alone.

To learn more, ask us about membership, visit onepercentfortheplanet.org, email membership@onepercentfortheplanet.org, or call (802) 861-0460.



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802.861.0460