



Join us for Earth Month 2020
to make a difference for
millions of species and the
amazing places they call home

CELEBRATING A VIBRANT PLANET

The 50th Anniversary of Earth Day is a time to celebrate the millions of amazing species that comprise life on Earth.

The Earth's wild creatures nurture a sense of wonder. They are integral to the balance of nature. In our work, WWF focuses on saving populations of the most ecologically, economically and culturally important species in the wild.

By protecting species, we also protect the essential goods and services that make our lives possible and contribute enormously to human health and wellbeing — breathable air, clean water, food, fibers, building materials, medicines, energy, fertile soils, climate regulation, transport, and recreational and spiritual values.



APRIL 2020: CELEBRATING TOGETHER

For the past 50 years during the month of April, millions have come together to raise awareness and demand action in support of conservation.

In 2020, the environmental super year and the 50th anniversary of Earth Day, WWF wants to **empower millions of shoppers to give back to nature** and help us secure a brighter future for all of us who call the planet home.



ENGAGING MILLIONS OF SHOPPERS

Together we can empower millions of Americans to give back to support in the lives and habitats of endangered species by raising \$1,000,000 for critical conservation projects in just one month through donations at checkout.



A MILLION POSSIBILITIES

Funds raised during the month of April will support WWF's global conservation efforts, spanning wildlife, oceans, forests, climate, freshwater and food programs.

With \$1,000,000 WWF can:

- **Help fund WWF's efforts to double the number of wild tigers by 2022**
- **Help save the monarch butterfly**
- **Help restore forests and protect Jaguar corridors in Latin America**
- **Protect the Arctic and polar bears**



GETTING INVOLVED

Join WWF in **CELEBRATING 50 YEARS OF EARTH DAY** by enabling donations at checkout in support of WWF.

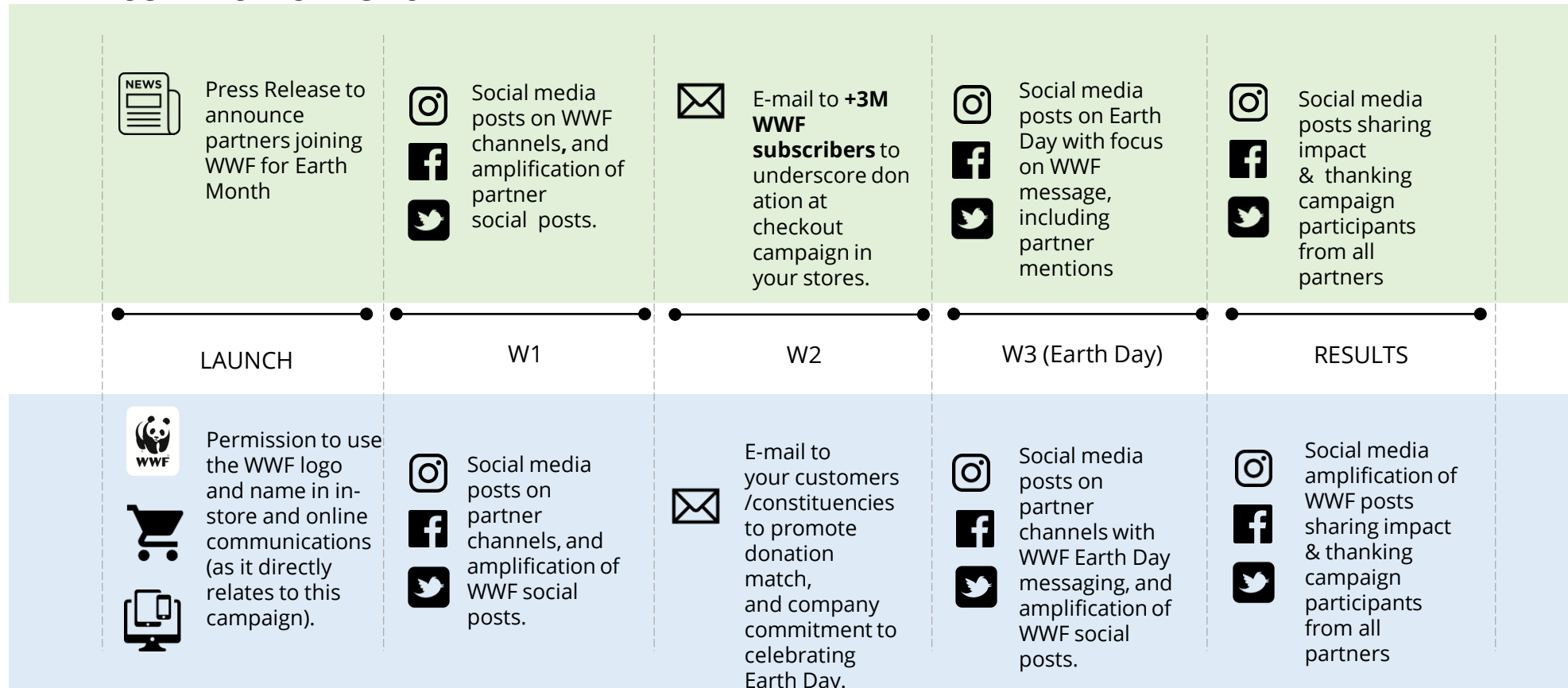
Point of sale efforts can request flat donations (of \$1, \$2, \$5, \$10) or you can offer a “Round-Up and donate” option online and in-stores.

We also encourage you to further incentivize giving by offering a 1-to-1 company match for the first \$50,000 shopper donations collected during Earth Month.



HOW YOUR SUPPORT WILL BE COMMUNICATED?

WWF COMMUNICATIONS



PARTNER COMMUNICATIONS

THE RIGHT PARTNER

1

WWF is the number one organization known for protecting wildlife.

70

Percent. More than two thirds of all Americans are familiar with WWF.

9+

Million supporters in the United States.

85

\$.85 of every \$1.00 donated to WWF is directed to worldwide conservation activities.





together possible

For more information contact
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