

We save land.



We save rivers.

Virtual Earth Day Benefit Week

Brook McDonald
President/CEO



- Sound Finances
- Ethical Conduct
- Responsible Governance
- Lasting Stewardship



Earth Day Benefit Dinner





Eight-day “campaign”

- Videos- “home-made” testimonials
- Emails, social media, website
- Online silent auction
- Virtual tickets (local rest. gift cert)
- Donations (online and mail)



Eblasts and social media posts will be done each day of the Virtual Benefit Week, featuring a Word of the Day, video or written testimonial or mission-related story, links to the Silent Auction and Donation functions, and different sponsors and Silent Auction donors will be acknowledged each day as well. Content is still unfolding as we are still receiving video testimonials from members so the specifics of each day are subject to change.

For Internal Use Only Please!

Day 1

Wednesday, April 15th

Word of the Day: Reconnect

- Video Welcome from Brook
- Auction opens (Featured Items & Home)—Bidding link sent/posted
 - Platinum & Gold Sponsors with logo acknowledgment

Day 2

Thursday, April 16th

Word of the Day: Restore

- Three more auction sections open, link sent/posted
- Prairie Fire musings, Dayton Bluffs & other restoration stories
 - Silver Sponsors acknowledgment

Day 3

Friday, April 17th

Word of the Day: Revitalize

- Garden & Libations sections of auction open, links sent/posted
 - Video message from Farmer Jason
- Showcase Green Earth Harvest, revitalize our bodies with healthy food and nature
 - Silent Auction Donor Acknowledgment



April 15-22

Week-long celebration with words beginning with “RE” (context: COVID and stay at home order; 50th anniversary Earth Day)

- **RECONNECT-** with Nature and TCF.
- **RESTORE-** Nature and ourselves.
- **REVITALIZE-** health and our organic farm shares.
- **REIMAGINE-** a better future, youth education.
- **RETREAT-** Nature as a form of wellness, Nature Rx.
- **RESERVE-** protect land and water.
- **RESPONSIBILITY-** we need to take action now.
- **RESILIENCE-** learn from Nature to help ourselves.



WE SAVE LAND.



WE SAVE RIVERS.

2020 Earth Day VIRTUAL BENEFIT WEEK

April 15-22, 2020

LET US GREEN the earth, RESTORE the earth, HEAL the earth.

- Ian McHarg

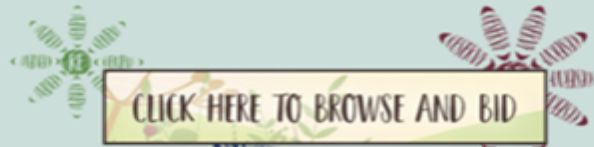
DAY 6 - RENEWAL

re - new - al

noun: the state of being made new, fresh or strong again

SILENT AUCTION

Bidding closes Wednesday at 7pm!!



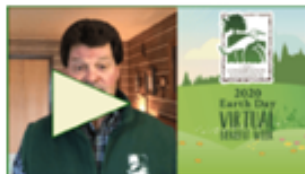


DAY 7 - REVERENCE

Our 2020 Earth Day Virtual Benefit Week is running from Wednesday, April 15th to tomorrow,

Wednesday, April 22nd, the 50th anniversary of Earth Day!

Our online [Silent Auction](#) is open for bidding and we'll be bringing you daily opportunities to reconnect with others, encourage hope in these unsettling days, and recommit ourselves to the restoration of our natural world.



And it will all culminate tomorrow evening, April 22nd, the 50th Anniversary of Earth Day!

[#Conservation](#)



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Comment as The Conservation Foundation



The Conservation Foundation

Published by Lea Rodbarry · April 17 ·

Earth Day Virtual Benefit Week Day 3: Reimagine

Sure mountains and beaches are great, but how about reimagining your relationship with local nature and your community?

There are so many opportunities to enjoy gorgeous views and spectacular wildlife close to home. Local farms, like [Green Earth Harvest](#), are also vital parts of our community since they provide us with healthy, sustainable food while benefiting the local ecosystem.... [See More](#)

[EARTHDAY2020.GIVEMART.COM](#)

Earth Day Virtual Benefit Day 3: Reimagine

[Learn More](#)

5,219

People Reached

127

Engagements

[Boost Again](#)

Boosted on Apr 20, 2020

By Lea Rodbarry

Completed

People Reached

4.2K

ThruPlays

405

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Visitor Posts

**M A Hannan Ahmed**

Today at 10:49 AM

[Fixing Common Landscape Problems with a Rain Garden 2020 Live Stream...](#) [See More](#)

[Like](#) · [Comment](#) · [Message](#)**নুর মোহাম্মদ আরোফাত**

Today at 3:51 AM

[Fixing Common Landscape Problems with a Rain Garden 2020 Live Stream...](#) [See More](#)

[Like](#) · [Comment](#) · [Message](#)**Katie Hanson**

May 18 at 2:01 PM

I would love a webinar on making a perfect habitat for fireflies and about their life cycle!

[Like](#) · [Comment](#) · [Message](#)

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2021 Earth Day Benefit Month-Long Festival

Month-long event, focus on April 15-22

Goal: different, fun and engaging, and of course, make \$

Four small in-person (COVID restrictions) in each county-
food, drinks and live local bands

Trivia Night, webinars, youth education

Online silent auction and donations

In-person and virtual ticket levels

LIVE “main stage” event with band and small groups

**2021 Earth Day Benefit
Month-Long Festival**

Sponsorship Opportunities

The Conservation Foundation works *in your neighborhood* to save nearby nature, protect our region's vital waterways, and connect children of all ages to the wonders of the natural world.

Our annual Earth Day Benefit Dinner has become a critical source of funding for this important work. When we had to change the event format at the 11th hour last year due to COVID-19, our sponsors stayed with us, and we will forever be grateful! Although we can't gather in one place again this year, we have a little more time to plan and have come up with new ways to acknowledge our sponsors and different sponsorship benefits that we hope you will enjoy!

Here's what our Earth Day Benefit Month-Long Festival will look like:

- Four small in-person gatherings featuring live music, following COVID-19 guidelines, in each of our four core service counties of DuPage, Kane, Kendall and Will.
- Virtual Silent Auction beginning Thursday, April 15, 2021.
- An Earth Week full of inspiring stories, live streaming educational opportunities, and trivia!
- The finale event, Earth Day Benefit LIVE on Thursday, April 22nd, featuring a limited number of in-person tickets, more live music, video highlights and awards. We will be selling virtual “tickets” to this live streamed event as well! People enjoying from home can purchase a ticket that includes a Campfire Pack delivered right to their door so we can all gather around a fire together but separate!

Benefits of Sponsorship:

- In lieu of a table for eight at our traditional dinner, packages include experiences such as guided hikes, McDonald Farm tours and canoe trips.
- Each level contains tickets to the virtual event, with higher level sponsors being invited to one the month's small in-person gatherings.
- All sponsors will be invited to a Sponsor Thank You Reception this fall, once conditions are safe to gather.
- Higher levels include a spotlight on our social media.

With some TCF swag and McDonald Farm Gift Certificates included as well, we hope to make you feel as close to us as possible in this time of social distancing!

We need your help to make this fundraiser a success. On the back, you'll find a description of our four sponsorship levels. If you have any questions about this the new look and feel, please contact Abby Beck at 702-469-2698 or abeck@theconservationfoundation.org.