

5 Things You Can Do to Celebrate Earth Day and Drive Business Growth

1. **Provide a customer incentive.** A great way to make an impact while helping drive your business growth is to create a customer incentive that is focused on sustainable practices. You can get creative with discounts, free services, or other ways to thank customers, drive traffic to your business, and help the environment.

Example:

Host a T-shirt drive. Many people are not aware of the impact clothing waste has on our environment. Textiles can take up to 200 years to decompose (source: <https://www.roadrunnerwm.com/blog/textile-waste-environmental-crisis>). There are organizations, businesses, and more that need t-shirts to make products. One example of such a business is Rethreaded, which not only makes items from repurposed textiles but supports survivors of human trafficking. Win-win. (<https://rethreaded.com>)

2. **Host a community clean-up.** Customers want to do business with community centric organizations. Clean-ups are a great way to get the word out about your business and show that you care about your hometown.

Example:

Host a park clean-up day. Provide trash bags and gloves – and donuts and coffee are also a nice add. Post on social media and local news outlets and invite the community to come out and clean up a local park, beach, or other community area. Have a table with water and information about your business.

3. **Partner with a local environmentally focused organization.** Supporting a local organization that shares your values for the environment while providing education and awareness is another way to market your business and show your commitment.

Example:

Sponsor a local Earth Day event. Many organizations will be hosting Earth Day festivities and looking for sponsors. They will have a variety of levels to fit your budget and will offer marketing opportunities as well as possible booths and more.

4. **Build a social media campaign.** Earth Day is a great time to highlight any sustainable products or services you offer. If you have a business focused on sustainability or the environment, share the news of what you do and how it impacts the Earth.

Example:

Share photos and stats of how you make a difference. From photos of your staff or your family recycling, to data on how your products or services have an impact, outline daily social posts throughout April and especially on Earth Day to help your community know how much sustainability means to you and your business.

5. **Attend an educational event or workshop.** Register for a summit or take your team to something that shows you are investing in learning more about what you and your business can do for the environment. Take pictures and post about what you are learning and how you plan to use that information in the future.

Example:

Register for Go for the Greens 2022 Conference. While the conference is not until September, you can register and share that you are making a commitment by attending and learning more.