



# 22 DAYS OF EARTH DAY CHALLENGE



## How to Participate

**1** Follow us on social media: @donnellyenergy.

Starting on April 1st, complete the daily task in our challenge calendar! (Feel free to play around with the schedule too, we're cool with that.)

**2**

You can see how we tackle it each day via our social media channels.

Every day you participate in our challenge, take a photo and post it, making sure to tag us on social media.

**3**

Each tagged post gets you (1) free entry into our Earth Day Swag Box lottery (worth \$130). The winner will be chosen on April 25th!

**4**

This challenge is open to New Jersey businesses, organizations, and residents only.

# 22 DAYS OF EARTH DAY

April 2022

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 **Donnelly Energy**

01

Follow Friday

02

Take a Hike

03

Sustainability Doc Sunday

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1 month until Plastic Bag Ban

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Pick Up Trash

06

Save Water

07

Go Paperless

08

Refresh on the 3 R's

09

Upcycle Before Recycling

10

Farmer's Sunday

11

Meatless Monday

12

Go Green

13

Calculate your Carbon Footprint

14

Thrifty Thursday

15

Reuse When You "Refuel"

16

Greener "Grass"

17

Plant for the Planet

18

Composting isn't Complicated

19

Listen up

20

Shop Local

21

The Sustainable Self



23

Volunteer for Earth Day!

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Winner announced!

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# Challenge Guide

- 1** Follow Friday; follow a new sustainability account on social media.
- 2** Take a Hike (or a walk); get out and about today to enjoy the sights, smells, and sounds of early Spring. Appreciate the world around you!
- 3** Sustainability Doc Sunday; watch a sustainability documentary on one of your favorite streaming services or online.
- 4** 1 Month Until Plastic Bag Ban: use or purchase reusable grocery bags today. We're T-minus 1 month until the single-use bag ban happens in New Jersey!
- 5** Pick up trash; see any garbage or litter today? Pick it up and throw it away.
- 6** Save Water; work on minimizing your everyday water consumption!
- 7** Go Paperless; opt-out of paper-mail correspondence for things like your bills and bank statements.
- 8** Refresh on the 3 R's; Reduce, Reuse, Recycle! Look up your township's recycling rules for a quick refresh.
- 9** Upcycle before Recycling; before you throw an item away (like clothing or furniture) think of how you can give it new life by upcycling it!
- 10** Farmer's Sunday; visit a local farm or farmer's market!
- 11** Meatless Monday; go meatless for the day and make it a team (or family) effort.
- 12** Go Green; lower your carbon emissions by becoming energy efficient! Make your portfolio green or invest in environmentally-focused stock. Go wild with the Go Green theme!
- 13** Calculate your Carbon Footprint; time to do some math. Grab your most recent utility bill and visit [EPA.gov](http://EPA.gov) to calculate what your carbon footprint is
- 14** Thrifty Thursday; go to a local thrift store for your next shopping haul!
- 15** Reuse when you "refuel"; Ditch the single-use coffee cup and bring in your own cup to your favorite place (like Dunkin', Starbucks, and Wawa).
- 16** Greener "Grass"; Switch from a grass lawn to a truly green one; by converting it to low maintenance and sustainable alternatives (like micro-clover, bee-turf (clover and wildflower mix), wildflower meadows).

# Challenge Guide

- 17** Plant for the Planet; get out and get gardening, whether it's for your own home, office, or community.
- 18** Composting isn't Complicated; purchase a mini composter for your house or office!
- 19** Listen Up; during lunch, listen to a sustainability TED talk.
- 20** Shop Local; when you're out getting your greens, shop local.
- 21** The Sustainable Self; Sustainability doesn't just mean giving back to the earth - it's about giving back to yourself. Practice yoga today or mindful meditation. Bonus points if you do it outside.
- 22** Volunteer for Earth Day; this one is a no-brainer! Get a group together and volunteer for a local clean-up or gardening project.



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**Some of the goodies  
we're giving away!**