*Make a Difference Week*

**Digital Asset Kit**

*LinkedIn Feed Company page post* - Copy/paste the content below and replace all prompts (e.g., “[EVENT NAME ]”) with specific information about your event.

Tag: [@Society for Ecological Restoration (SER)](https://www.linkedin.com/company/society-for-ecological-restoration-ser-/)

Feed post:

Make a Difference Week Returns 31 May - 8 June, 2025: A Global Call to Action for Ecological Restoration

[YOUR ORGANIZATION NAME] is proud to participate in Make a Difference Week, an annual event hosted by the [@Society for Ecological Restoration (SER)](https://www.linkedin.com/company/society-for-ecological-restoration-ser-/) that brings individuals and organizations together for a week of impactful volunteer restoration projects worldwide.

As part of this year's #MakeADifferenceWeek, we will be hosting [EVENT NAME] on [DATE] at [LOCATION]. This volunteer event aims to [BRIEF DESCRIPTION OF RESTORATIVE ACTIVITIES AND IMPACTS].

Make a Difference Week showcases how local action can drive positive ecological change on a global scale. Since its inception, this initiative has experienced tremendous growth, with organizers setting an ambitious goal of over 300 registered events across at least 40 countries in 2025.

We invite passionate individuals, businesses, and community organizations to join us in restoring [LOCAL AREA/ECOSYSTEM] while being part of a worldwide movement. Through hands-on projects like ours, volunteers can engage alongside Certified Ecological Restoration Practitioners and SER community members in hands-on restoration projects that apply SER’s International Principles & Standards for the Practice of Ecological Restoration, 2nd Edition.

Follow the link to learn more about our [EVENT NAME] and registration details: [WEBSITE/REGISTRATION LINK]

Together, we can make a lasting difference for the planet we all share. Who's ready to roll up their sleeves for ecological restoration?

#MakeADifferenceWeek #EcologicalRestoration #VolunteerWork #EnvironmentalStewardship #GenerationRestoration

LinkedIn Company Page Post:

[*Share Reel/Video highlighting footage from previous years' events, statistics on growth/impact, supporting organizations, tie-in with UN Decade*]

31 May - 8 June 2025, [YOUR ORGANIZATION] is joining organizations worldwide for Make a Difference Week - an annual celebration of local ecological restoration projects creating global impact.

We're hosting [EVENT NAME] on [DATE] and inviting stakeholders, partners, clients and employees to contribute toward a greener future. Will you accept the challenge and #MakeADifferenceWeek?

Learn more about our event and this worldwide initiative in the comments below. Let's restore ecosystems together!