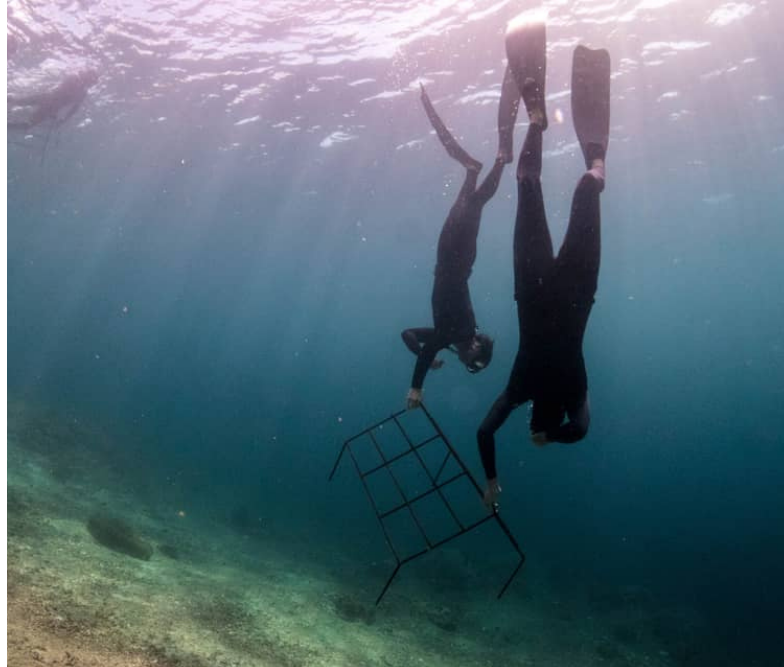




Make a Difference Week (SER)



MAKE A DIFFERENCE WEEK

Make a Difference Week (MAD-Week) is a week-long, global ecosystem restoration volunteer event. MAD-Week empowers individuals and organizations to take hands-on local action to restore the earth. And by doing so, together, we can show that individual and small scale local restorative actions, collectively, create profound global impact. As a partner to the UN Decade on Ecosystem Restoration, SER developed MAD-Week as an event that embodies the spirit of the UN Decade on Ecosystem Restoration's rallying cry to heal the planet and create a culture of restoration. It tangibly illustrates that everyone, everywhere, can play a role in healing the planet and that even the smallest actions add up to real impact.

MAD-Week is already creating a global beneficial impact and connecting communities to their restoration projects. Together with more than 100 event organizers from 34 countries in 2021, 3,198 volunteers donated 20,405 work hours to:

- plant 30,153 transplants
- collect 11,253 kg of trash
- remove 5,317 kg of invasive species
- gather native seeds for restoration, conduct citizen science monitoring of restoration sites, and construct wildlife habitat

Wilmar Diria



SUPPORT MAD-WEEK

JUNE 4-11, 2022

This year the week-long program will take place from June 4-11, 2022. SER is inviting individuals and partners to engage in three ways: 1) by hosting MAD-Week events in your region; 2) by participating in MAD-Week events; and 3) by financially supporting MAD-Week.

Financial support for MAD-Week will help SER continue to coordinate and promote this event, through, for example, hiring regional coordinators to increase the quantity and quality of projects in each continental area, and providing small event stipends to event hosts in low income countries. Financial support can also help us provide need-based individual or organizational memberships in SER to build a lasting community of engaged and informed restoration practitioners.

Sponsoring MAD-Week will connect your organization to new audiences who are also supporting the UN Decade, participating in solutions-oriented approaches, and promoting ecological restoration as a vital, participatory, and solutions-based tool to heal the planet.

Teresa Muthoni (left), Cambridge Coast Care (center), Hemed Mtibi (right)



PARTNERSHIP OPTIONS

FLOWERING

USD \$15,000

- Logo on MAD-Week website sponsor page and homepage
- Company overview (500 words) on MAD-Week website with 1-minute promotional video (provided by org.) included
- Thank you on SER's social media accounts (LinkedIn, Facebook, and Twitter) at time of sponsorship and during MAD-Week
- Social media spotlight on SER's social media accounts during MAD-Week of an event hosted by your organization
- Host a virtual field trip featuring a MAD-Week or restoration project organized by your company or institution
- Logo on SER blog post announcing MAD-Week results
- Logo in post-MAD-Week SERNews story summarizing event accomplishments
- Logo included in direct emails to SER community (21,000+ subscribers) promoting MAD-Week
- Logo included on final event infographic

SEEDLING

USD \$10,000

- Logo on MAD-Week website sponsor page and homepage
- Company overview (150 words) on MAD-Week website with 1-minute promotional video (provided by org.) included
- Thank you on SER's social media accounts (LinkedIn, Facebook, and Twitter) at time of sponsorship and during MAD-Week
- Social media spotlight on SER's social media accounts during MAD-Week of an event hosted by your organization
- Logo on SER blog post announcing MAD-Week results
- Logo in post-MAD-Week SERNews story summarizing event accomplishments
- Logo included in direct emails to SER community (21,000+ subscribers) promoting MAD-Week



Kentlworth Conservation

SPROUT

USD \$6,000

- Logo on MAD-Week website sponsor page and homepage
- Thank you on SER's social media accounts (LinkedIn, Facebook, and Twitter) at time of sponsorship and during MAD-Week
- Logo on SER blog post announcing MAD-Week results
- Recognition (logo) in post-MAD-Week SERNews story summarizing event accomplishments
- Recognition (organization/institution name) included in direct emails to SER community (21,000+ subscribers) promoting MAD-Week



Taylor Cain

SEED

USD \$3,000

- Logo on MAD-Week website sponsor page
- Thank you on SER's social media accounts (LinkedIn, Facebook, and Twitter) at time of sponsorship
- Logo on SER blog post announcing MAD-Week results
- Recognition (organization/institution name) in post-MAD-Week SERNews story summarizing event accomplishments
- Recognition (organization/institution name) included in direct emails to SER community (21,000+ subscribers) promoting MAD-Week



Erin Ross

A LA CARTE OPTIONS

SUPPORT MATERIALS

USD \$1,000 - 3 available

Support the development and translation of both technical (ecological restoration) and planning materials for event hosts and volunteers. Your organization's name and logo will appear at the end of materials developed with a thank you for your support.

ORGANIZATIONAL MEMBERSHIP

USD \$500+

Support SER in providing need-based organizational or individual memberships to the Society. Your organization's name will be included in the August issue of SERNews with a thank you for the support.

CONTACT US

Contact us at laura@ser.org to discuss the partnership options listed here or to customize a sponsorship package that best fits your organization's goals.

www.makeadifferenceweek.org



Cover photo credits: Front: Taylor Cain (left), Blue Corner Conservation (top right); Shayib Ibrahim (center right), Elena Yajeya de Leon (bottom right). Back: Kenilworth Conservation (left), Anna Lindquist (right).

Make a Difference Week

