



ABOUT PLANT A SEED DAY

Powered by Big Green, Plant a Seed Day is a national campaign to get students, teachers, and families to take a simple action - plant a seed. To plant a seed is to plant hope, to make an investment in the future, and to show kids that growing healthy, real food is a powerful act.

On **March 20th, 2019** we're excited to celebrate the first annual Plant a Seed Day. It's going to be a big day for America - not just because we're going to plant one million seeds, but because we're going to do the impossible. We're going to out-fun, out-play, out-laugh, and out-smart junk food. This is a fight to capture the hearts, minds, and appetites of kids across the country one day and one seed at a time.

Celebrating Plant a Seed Day is as easy as - well, planting a seed! This guide contains all the resources you need for a successful celebration, from seed planting games and activities, to downloadable resources, to sample social media posts.

All you need to do is grab some seeds, gather your kiddos, and get growing!

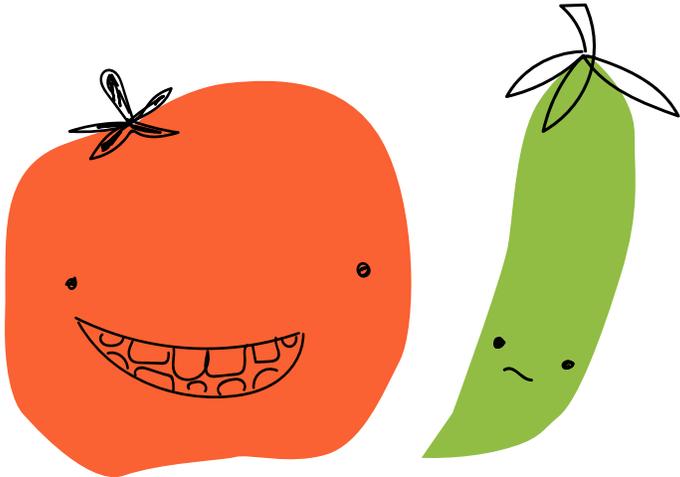
PLANT A SEED DAY SCHOOL GIVEAWAY

To celebrate this first year and get as many kids planting as possible, we are thrilled to announce that **we're offering a big prize to a few lucky participating schools!**

We encourage parents and families to let their school or teacher know about this exciting opportunity. As long as the school is participating, parents can register on their school's behalf.

Entering your school to win is easy. Just:

- 1. Register your celebration online:** visit plantaseeday.org and take the Plant a Seed Day pledge to let us know about your plans.
- 2. Post about it on social media:** use [#plantaseeday](https://twitter.com/plantaseeday) to share your celebration.



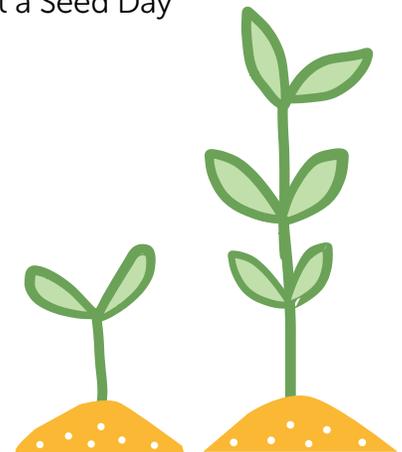


PLANT A SEED DAY IS FOR EVERYONE

There's no wrong way to celebrate Plant a Seed Day. No matter who you are Plant a Seed day is for YOU. We invite you to use your imagination and participate in ways as big (throw a community wide celebration) or as small (plant just a single seed) as you like. Below we've shared some ideas you can use to plan your own Plant a Seed Day.

- Start seeds for your garden and make a plan to care for it as a family this year.
- Start a windowsill herb garden and think of meals you'll cook together once the herbs grow.
- Try Plant a Seed Day craft (check out the resources page at the end of this toolkit for coloring pages, craft ideas, and more!).
- Share seeds with your neighbors to share crops you've grown successfully in your area.
- Plan a Plant a Seed Day party for your child's class at school or at your local community center.
- Use the text on page 6 to share Plant a Seed Day in a club, congregation, or community newsletter.

- Too cold to start seeds outside? Try starting seeds in transparent cups or sandwich bags on your windowsill so you can watch the tap root emerge and the first leaves sprout.
- Track your seeds' growth to explore plant lifecycles.
- Create a seed sensory table by filling a bin with bird seed, beans, or lentils.
- Make seed balls out of clay, soil, and seeds.
- Create custom garden markers using popsicle sticks, painted rocks, or paint sticks.
- Select a book from the Plant a Seed Day reading list to read together.
- Write a song together about planting seeds.
- Make up a Plant a Seed Day dance!





SHOUT IT FROM THE ROOFTOPS!

How does a movement grow? By telling people about it. Sharing your Plant a Seed Day activities brings attention to this new campaign and helps get more people involved. There are many ways to spread the word and we encourage you to use any and all methods available to you.

Don't forget - participating schools that register their celebration online and use our hashtag - **#plantaseeday** will be entered to win a prize!

PUT YOUR SEEDS ON THE MAP

Register your Plant a Seed Day celebration online at www.plantaseeday.org and officially add your voice to the movement. Tell us where you're celebrating and how many seeds you plan to plant and we'll add your celebration to our nationwide tracker. With your help we can register 1,000,000 seeds across America's 50 states and beyond.

Check out the Plant a Seed Day map to see just how far this movement is spreading and register your celebration before March 20th.

Visit: www.plantaseeday.org

SOCIAL MEDIA

Social Media is the easiest (and most fun!) way to share your Plant a Seed Day celebrations and invite your network to join you using **#plantaseeday**.

Tag friends, family, local media outlets, local politicians, and - of course - us, **@biggreen**, to make sure your posts get maximum visibility. We'll be selecting our favorite celebrations and posts to feature on the Plant a Seed Day website and on Big Green's social media pages.

The most important thing is to have fun and get creative! We want to see your videos, photos, stories, recipes, Boomerangs, songs, and more!

Did your community make up a seed planting song? Share it! Did your kiddo draw seed art? Tag us! Do you have a family full of happy gardeners? We want to know!



SAMPLE POSTS

Looking for Plant a Seed Day caption inspiration? Try one of our sample posts below:

- I've pledged to take action on #plantaseeday this March 20th. I'm planting lettuce seeds with my family. What are you planting?
- I'm planting a seed today with my kids because I believe the seeds of change are in their hands! Plant a seed today if you agree kids are our future! #plantaseeday
- Happy first day of spring and happy #plantaseeday! We planted 100 lettuce seeds today to learn about the magic of real food. What seed will you plant today?



SOCIAL MEDIA DO'S AND DON'TS

Sharing your celebration is fun and easy when you remember the Plant a Seed Day social media do's and don'ts. Our biggest "do?" Have a great time and tell us all about it!

DO...

- Use hashtags to share your celebrations, activities, and participation: #plantaseeday
- Take clear photos with good lighting - try to get images outdoors or near a window.
- Use descriptive captions - we want to know what you're doing and what kind of seeds you're planting!
- Challenge your followers to plant a seed, too! Make it a competition - which of your friends will plant the most?
- Post videos and Instagram and Facebook stories. Did you know video content outperforms stills?

DON'T...

- Post photos of your students' faces without media release forms from a parent or guardian. When in doubt, defer to your school's policies!
- Worry if you can't participate on Plant a Seed Day itself. You can always celebrate in the days or week leading up to it and post your picture with everyone else on March 20th.
- Stop posting after March 20th. Be sure to keep sharing updates as your seeds grow and mature.

NEWSLETTERS

Below, find sample text to use for a Plant a Seed Day announcement. Customize this bulletin with your family or organization's name, Plant a Seed Day plans, and any other information your community would value.

Plant a Seed Day The first day of spring is right around the corner and this year [NAME] is excited to celebrate the changing of the season with the first annual Plant a Seed Day. Plant a Seed Day is a national campaign to get students, teachers, and families to take a simple action - plant a seed. We're doing our part to help reach the goal of planting one million seeds across the country, launching a movement to teach kids the power of growing healthy, real food. Join us on March 20th for [YOUR ACTIVITY] or visit plantaseeday.org to take the Plant a Seed Day pledge, plan your own celebration, and find out more!

CONNECT WITH US

We want to hear from you! Be sure to tag us in your social media posts, send us a note about your Plant a Seed Day celebrations, and register your seeds. No social media? No problem. Reach out to us on the Plant a Seed Day website and tell us all about how you're celebrating.

- Visit the Plant a Seed Day website: plantaseeday.org
- Tag Plant a Seed Day: [#plantaseeday](https://twitter.com/hashtag/plantaseeday)
- Visit the Big Green website: biggreen.org
- Follow us on Instagram: [@biggreen](https://www.instagram.com/biggreen)
- Follow us on Twitter: [@biggreen](https://twitter.com/biggreen)
- Follow us on Facebook: [Big Green](https://www.facebook.com/BigGreen)

TRACK YOUR GROWTH



Planting a seed is just the first step in an exciting journey of discovery and growth. Tracking your seeds' growth is a great chance to encourage kids to ask questions and make observations. Why do some seeds grow better than others? What will they look like when they grow? What do they need to be successful? Continue to share updates after the big day using the hashtags [#plantaseeday](https://twitter.com/hashtag/plantaseeday).



DOWNLOADABLE ACTIVITIES AND LESSONS

- [Plant A Seed Day Lesson Library](#) - hosted on the Big Green Greenhouse, a database for school garden lessons, resources, and activities, the Plant a Seed Day popular collection features everything from lessons on germination to seed ball making activities. Great for teachers and families alike!
- [Growing Good Kids Book List \(Elementary School\)](#) - read age appropriate books about seeds, gardening, and growing your own food with kids.
- [Middle and High School Book and Movie Recommendations](#) - use the resources from this list to spark important conversations about our relationship with food and gardening.
- [Posters](#) - printable posters you can share with schools or display in your community.
- ["I Planted a Seed Today" Certificate](#) - an easy to customize certificate to help children (and adults!) feel proud of their Plant a Seed day accomplishment.
- [Coloring Page](#) - a printable coloring page young kids will love.
- [Plant a Seed Day Word Search](#) - practice observation and literacy skills with this seed themed word search.
- [Seed Planting Goals Sheet](#) - a printable tool to help think through what young seed will need and look forward to watching it grow!
- [Word Fill in Activity Sheet](#) - kids can try their hand at this fun garden themed word activity.

Have a great resource you'd like to recommend for this list for next year's celebration?
Let us know at plantaseeday.org