



**FOR THE
PLANET.**

Business Case for Membership

The business case for thinking long term

Joining 1% for the Planet isn't just good for the planet—it's good for business. With consumers increasingly factoring environmental responsibility into their purchasing decisions, membership provides immediate credibility through our globally recognized brand, driving sales, stronger customer loyalty and better talent retention.

This isn't charity—it's smart business strategy that future-proofs your company while building a competitive advantage. Simply put, environmental responsibility has become essential for long-term business success.



Business benefits of membership

1

INCREASED ROI

Baking a commitment to the planet into your business model isn't just the right thing to do; it's also good for the bottom line. In our most recent analysis, we found that 70% of our business members saw year-over-year revenue growth.

2

HIGHER CONVERSION RATES AND SALES

Approximately 80% of consumers consider environmental solutions in their purchasing decisions, and 75% believe large companies must take the lead in addressing climate change, according to Boston Consulting Group research. Meeting this demand can lead to business results, including increased customer cart completion, repeat purchases, and other benefits.

3

STRONGER BRAND LOYALTY

Companies that embed environmental responsibility into their business don't just attract customers—they create brand advocates. According to our annual member survey, 86% of members reported improvements in brand perception.

4

ATTRACTING AND RETAINING TALENT

According to HR Magazine, 51% of employees "reported feeling more loyal to an employer who donates to charity, and 47% said that it increases their willingness to go the extra mile for their employer."

5

FUTURE-PROOFING YOUR BUSINESS

Climate risk is a business risk. Companies that proactively address environmental challenges are better positioned to adapt to regulatory changes, supply chain disruptions, and shifting market expectations. Consider this reframe when taking these ideas to your CFO: Environmental initiatives aren't an expense, but rather an investment in long-term resilience.

6

BUILDING A LASTING LEGACY

Businesses that invest in the environment today will be remembered as the architects of a livable future. Take Patagonia, for example, which is a founding member of 1% for the Planet and ranked as the No. 1 most-reputable brand in America in both the 2021 and 2023 Axios Harris Polls.

Join 1% for the Planet

A turnkey program and simple path to environmental impact

JOIN

1. **Review and sign** your membership agreement.
2. **Pay your membership dues.** They automatically count toward your annual 1% commitment and help us grow our movement.

GIVE BACK

1. **Give:** Donate 1% of your annual sales directly to approved environmental partners. Our team can help you find partners aligned with your company's values and business goals. You can contribute through:
 - **Monetary donations:** Includes your annual membership dues.
 - **Non-monetary donations:** This can include employee volunteer time, product/service donations, approved advertising costs—offering creativity to meet your commitment.
1. **Certify:** After your fiscal year ends, you have 120 days to certify your giving. This involves:
 - **Paying renewal dues** for the new year.
 - **Submitting your annual revenue documentation** and proof of your donations. 1% for the Planet then reviews and certifies your commitment, ensuring the integrity of our global network.

ACCESS AND AMPLIFY

- **Flexible giving:** Meet your 1% commitment through a mix of monetary and approved non-monetary contributions.
- **Brand recognition and storytelling opportunities:** Gain immediate access to 1% for the Planet logos, branding materials and marketing campaigns to showcase your environmental commitment.
- **Global community:** Join a growing worldwide network of businesses, individuals and environmental organizations—access in-person and virtual networking opportunities and new audiences.

Ongoing partnership & support

Membership is an investment in sustained impact, not a one-time transaction.

Personalized partnership

A dedicated account manager serves as your go-to expert, guiding you through initial setup and unlocking future growth opportunities.

Results-driven accountability

We ensure your good intentions translate into tangible achievements. We'll keep you on track to meet and exceed your environmental impact goals.

Vibrant business ecosystem

Tap into a thriving community of 5,000+ companies. Collaborate, learn, and grow alongside businesses that share your commitment to a better planet.

Curated environmental impact

Our team is your trusted advisor in the environmental space. We hand-pick reputable nonprofits that resonate with your company's values and facilitate truly impactful experiences, saving you valuable time and resources.

