



Help Protect the Monarch Butterfly!

Use this template to start your own handwritten letter that you can mail to your local leadership, encouraging them to take the **Mayors' Monarch Pledge**.

Tips for your letter:

Outline the steps for taking the pledge:

1. Take the online pledge by April 30 each year and select at least 3 action items out of 30 that our community will work on related to monarch conservation.
2. Initiate the specified actions our community selected throughout the year.
3. Track and report our progress by submitting an annual report by December 1.

Here are some sample statements to get you started!

- Please be a hero for our beloved monarch butterfly—an iconic species among thousands of pollinators in peril.
- Did you know that since the late 80's, the Eastern monarch population has declined by more than 80%, and the Western monarch population by more than 90%? These are clear signs that monarchs need our help.
- Why are monarchs declining? Habitat loss and fragmentation are among the biggest threats to monarch butterflies, and climate change exacerbates these threats by impacting monarch breeding grounds, migratory stopover habitats, and overwintering areas.
- Over the last decade, thousands of pledges have been taken by mayors and heads of local government across North America. You can be one of them!

