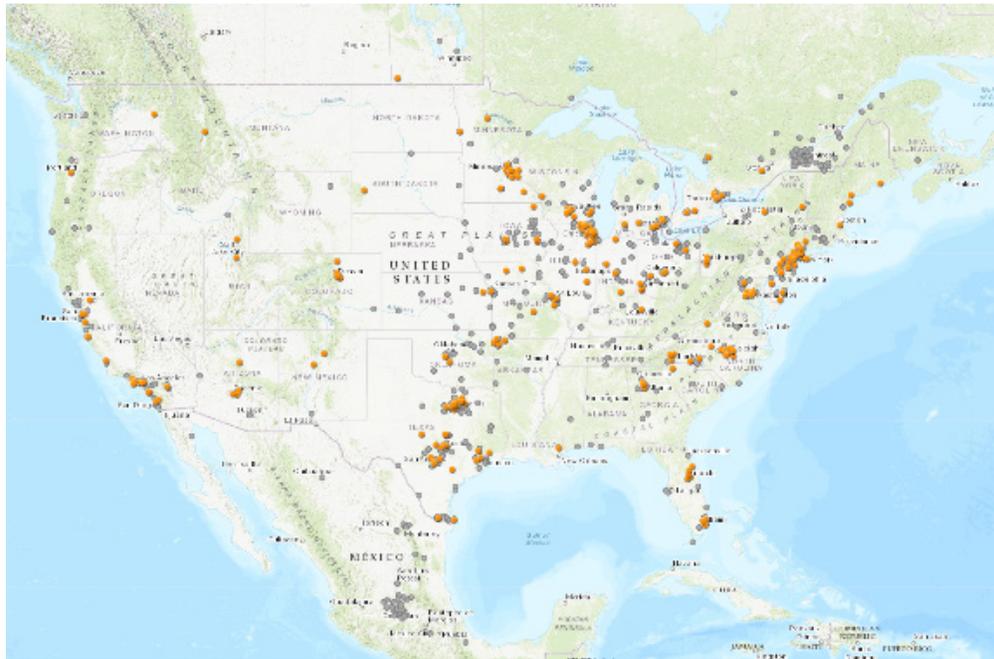




**MAYORS  
MONARCH  
PLEDGE**

# Mayors' Monarch Pledge™ Program

More than 1,500 pledges have been taken by mayors and heads of local and Tribal government across North America to help save the monarch butterfly, an iconic species whose populations have declined precipitously in the last 20 years. Through the National Wildlife Federation's Mayors' Monarch Pledge™, cities, municipalities, Tribal governments and other communities can commit to creating vibrant, high-quality habitat for the monarch butterfly and pollinators while also educating residents about how they can make a difference at home and in their community. There are three steps to the Mayors' Monarch Pledge:



## 1. Take the Pledge and Specify Your Actions

- Mayors and heads of local and Tribal government pledge to both restore habitat in the community and encourage residents to do the same. Read the [Mayors' Monarch Pledge](#) and then [take the pledge online!](#)
- Read the Mayors' Monarch Pledge Action Items and then [specify which actions the leader will take online.](#)
- Mayors and communities will receive [special recognition on the NWF website](#) if they complete eight or more actions (Mayors' Monarch Pledge Leadership Circle) or 24 or more actions (Monarch Champion City).

## 2. Take Action

- Once mayors and heads of local and Tribal government have taken the pledge and specified which actions the community will take over the next year, it's time to plan! Schools, non-profits,

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### MONARCH CHAMPIONS

Arlington, TX  
Austin, TX  
Carnegie, PA  
Charleston, IL  
Fort Worth, TX  
McAllen, TX  
Minnetonka, MN

Montréal, Québec  
Rochester, MI  
Saltillo, Coahuila  
San Antonio, TX  
Woodlands Township, TX

- Learn what other cities are doing and access best practices and other resources on the member-only Resource Center, quarterly network-wide calls, [Mayors' Monarch Pledge website](#), and [Facebook Group](#).
- NWF provides monthly newsletter updates, social media support and webinars about relevant monarch conservation topics.

### 3. Report Progress

- Once mayors and heads of local and Tribal government have specified their actions and have begun to take action, NWF will ask communities to fill out a simple reporting form on an annual basis.
- The data we collect through the reporting process will allow us to track the **collective impact of our work**.

### Program Achievements

Since 2015, the program has engaged 10 million people and restored more than 9,500 acres of habitat. Below are details about what actions mayors and heads of local government have committed to from 2015-2022:

**484 Leaders:** Issue a Proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat.

**475 Leaders:** Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

**437 Leaders:** Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language

other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)

**333 Leaders:** Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

**380 Leaders:** Host or support a native seed or plant sale, giveaway or swap.

**318 Leaders:** Add or maintain native milkweed and nectar producing plants in community gardens.

#### Fort Worth, TX

The Fort Worth Botanic Garden Botanical Research Institute of Texas celebrated el Día de los Muertos by displaying monarch themed art created by local artists and community members. Monarchs play an important role in Mexican culture because the monarch migration to Mexico is said to represent the souls of loved ones returning for the Day of the Dead.

#### Minnetonka, MN

Minnetonka celebrated its sixth-annual Monarch and Pollinator Awareness Month in a hybrid format by developing a social media campaign with five weekly themes that corresponded with educational activities occurring in the city. At the end of the month they also set up a booth at the city's farmers market where they hosted a seed ball making workshop and distributed information on pollinators in several languages such as Spanish, Hmong and Somali.

#### Thunder Bay, ON

Urban Greenspaces supported the maintenance of an Orange Flower Memorial project in their community. This initiative is led by the [Alter Eden Minogin Gitigaanis Society](#) and aims to bring awareness to the ongoing

#### SELECT LEADERSHIP CIRCLE CITIES

Ann Arbor, MI  
 Austin, TX  
 Bella Vista, AR  
 Boise, ID  
 Chesterfield, MO  
 Concord, NC  
 Davis, CA  
 Denver, CO  
 Evanston, IL  
 Fayetteville, AR  
 Flagstaff, AZ  
 For Worth, TX  
 Hempstead, NY  
 Holmdel, NJ  
 Houston, TX  
 Lexington, KY  
 Madison, MN  
 Mamaroneck, NY  
 Melita, MB (Canada)  
 Nibley, UT  
 Orlando, FL  
 Plano, TX  
 Richmond Hill, ON (Canada)  
 Rochester, MN  
 Salem, OR  
 Shorewood, WI  
 Toronto, ON (Canada)  
 West Hollywood, CA  
 Zionsville, IN

trauma that Indigenous peoples face due to the residential school system and provide spaces for healing. The garden planted at St. Joseph's Hospital contains a variety of plants that support pollinator species and is registered as a Monarch Waystation.



Orange Flower Memorial Project 2021,  
 Photo Credit- Thunder Bay, ON