

Guide to Issuing Proclamations for Healthy, Sustainable, Wildlife-Friendly Communities



**NATIONAL
WILDLIFE
FEDERATION**

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ACKNOWLEDGMENTS:

We appreciate the entire National Wildlife Federation family that is working to create healthy, sustainable, wildlife-friendly communities across the United States. This includes our National Wildlife Federation staff, our state affiliate partners, and our networks of communities, individuals, and schools that are committed to creating healthy communities that support both humans and wildlife.

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PROGRAM WEBSITES:

Community Wildlife Habitat: www.nwf.org/communitywildlifehabitat
Mayors' Monarch Pledge: www.nwf.org/MayorsMonarchPledge
Garden for Wildlife: www.nwf.org/garden
Trees for Wildlife: www.nwf.org/trees

Table of Contents

Introduction

How to Use this Guide 4

Healthy, Sustainable, Wildlife-Friendly Communities 5

Template Proclamations for Healthy, Sustainable, Wildlife-Friendly Communities

May as Garden for Wildlife Month 7

National Pollinator Week 9

Mayors' Monarch Pledge Day 11



How to Use This Guide

This guide is intended to support and guide mayors, city councilors, county commissioners, and municipal staff in issuing proclamations that will promote resident engagement around wildlife conservation and habitat restoration.

Passing a “wildlife-friendly” proclamation shows a commitment to the local environment, supports community efforts that protect, restore, and conserve habitat, and fosters a greater connection between residents and wildlife. These efforts lead to community-wide benefits like more shade, open green space, and cleaner air and water.

This guide showcases three national initiatives that any community can promote by issuing a proclamation. The proclamations featured in this guide are for Garden for Wildlife Month (May), Mayors’ Monarch Pledge Day (First Saturday in October), and National Pollinator Week (Third Week in June). You will find a summary of each initiative and a template that you can customize for your community in this guide.

While this guide focuses on three specific days, these template proclamations can also be leveraged for other national days like Earth Day, Arbor Day, the International Day for Biological Diversity, as well as days of local significance.

Please share with us a copy of your proclamation by emailing it to community@nwf.org.

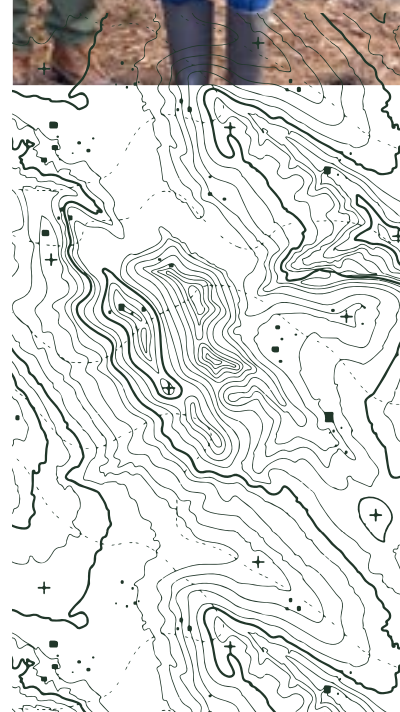


PHOTO CREDIT: THE ARBORS
WILDLIFE HABITAT PROJECT

Healthy, Sustainable, Wildlife-Friendly Communities

Wildlife is disappearing at an alarming rate. Habitat fragmentation, loss of native plants, limited tree cover, and dwindling open green spaces are major factors. At the same time, mainstream garden and landscape practices rely on chemicals exposing people and wildlife to systemic harm.

Providing quality habitat for disappearing monarch butterflies, bees, songbirds, and other wildlife populations is one of the most impactful actions that communities can take to combat this crisis.

Through programs such as Mayors' Monarch Pledge™, Community Wildlife Habitat™, and Trees for Wildlife™, more than 800 communities across the country are coming together to make a positive impact in their community for people and wildlife. The Garden for Wildlife™ movement is helping revolutionize the way people garden and landscape to maximize the benefits to wildlife and humans.

Through such efforts, wildlife and humans can co-exist in sustainable, healthy, communities. Humans benefit immensely from time outdoors in nature and having regular connections to nature can help the brain, calm blood pressure, and stimulate a positive mood. Purposeful activities, like gardening, even provide sleep benefits.



PHOTO CREDIT: ANN LITREL



PHOTO CREDIT: ROSE BECHARD-BUTMAN



PHOTO CREDIT: VICTOR SUAREZ

A monarch butterfly with orange and black wings is perched on a cluster of small pink flowers. The background is a lush green field of similar flowers. A light gray rectangular box is positioned in the upper right, containing the title text. The bottom right corner features a dark gray box with the page's subtitle and number.

Template Proclamations for Healthy, Sustainable, Wildlife-Friendly Communities



May as Garden for Wildlife Month

Maintaining biodiverse ecosystems within cities and other urban communities will continue to be a challenge in the coming decades. Garden for Wildlife Month offers a range of options for anyone, anywhere, to help support local wildlife and to restore and reconnect America's natural spaces.

Garden for Wildlife is a movement that transforms landscapes to benefit wildlife and people one garden at a time. Since 1973, Garden for Wildlife has been the nation's longest-running and largest movement dedicated to helping wildlife locally and reconnecting our country's amazing wild spaces one person, one yard, one community and one state at a time.

If habitat is created with wildlife and biodiversity in mind, it will include a rich diversity of native plants and trees that support entire urban wildlife ecosystems. All wildlife-friendly habitats must provide wildlife with food, water, cover, and places to raise their young. When managed using sustainable practices, humans and wildlife can thrive. Natural landscapes with native plants and trees can reduce heat islands, increase carbon sequestration, manage stormwater runoff and are managed sustainably without chemicals.

Garden for Wildlife Month occurs as a national initiative through the National Wildlife Federation every May. Your community can use the gardening content, events and resources that are shared regularly throughout the month to encourage residents to create their wildlife garden and certify it as a Certified Wildlife Habitat. This is also an opportunity to promote and spearhead festivals, community events, or campaigns that can educate residents about wildlife conservation and empower them to transform their yards into wildlife-friendly habitats.

Use [this template](#) as a guide in issuing a proclamation that recognizes [May as Garden for Wildlife Month](#). You can also access this template document by visiting this website: <https://www.nwf.org/proclamationguide>.



National Pollinator Week

The Pollinator Partnership founded National Pollinator Week in 2007. National Pollinator Week is an international celebration of the valuable ecosystem services provided by bees, birds, butterflies, bats, and beetles.

Pollinator species are experiencing population declines across North America due to habitat loss, fragmentation, climate change, pesticides and invasive species. Bees, butterflies, and other pollinators are integral to maintaining resilient ecosystems, and their importance will only grow as we face the long-term effects of climate change.

Furthermore, pollinators serve an important role in food production and biodiversity. More than 85 percent of flowering plants require an insect for pollination. Each year pollinators affect \$577 billion in global crops, including \$235 billion in the United States. Native bees pollinate an estimated 15 percent of U.S. fruit, nut, vegetable, and field crops.

We encourage you to issue a proclamation that will dedicate the third week in June as National Pollinator Week. This can be issued to coincide with the federal and state proclamations led by the Pollinator Partnership as well as other local campaigns, events, or cultural festivals that are aligned with the mission of pollinator conservation. Recognizing the role that pollinators have in sustaining healthy human communities should be an annual commitment for both local leaders and individuals. Use this template as a guide in issuing a proclamation that recognizes one week in June as National Pollinator Week.

You will find the latest information online at <https://www.pollinator.org/pollinator-week>. Use [this template](#) as a guide in issuing a proclamation that recognizes Pollinator Week in your community. You can also access this template document by visiting this website: <https://www.nwf.org/proclamationguide>.

PHOTO CREDIT: ELYSE JURGEN

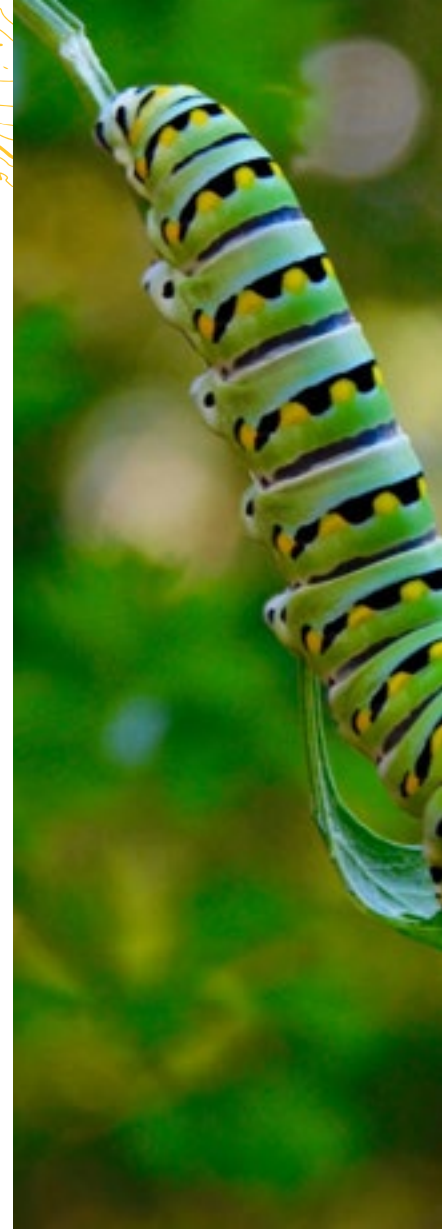


PHOTO CREDIT: NANCY PALM-STROM



Mayors' Monarch Pledge Day

Several hundred mayors and other heads of local and tribal government have taken the Mayors' Monarch Pledge and are taking action to help save the monarch butterfly, an iconic species whose eastern populations have declined by as much as 90 percent and western populations by 99 percent in recent years.

Habitat loss is the primary cause of these significant declines. Due to land conversion and or urban development, 90 percent of the grassland ecosystems along the monarch's central migratory flyway corridor have been lost. Pesticides are also a danger. Herbicides kill both native nectar plants where adult monarchs feed, as well as the milkweed their caterpillars need as host plants. Insecticides kill the monarchs themselves. Climate change alters the timing of migration as well as weather patterns, posing a risk to monarchs during migration and while overwintering.

Signing the Mayors' Monarch Pledge is the best way to commit to creating habitat for monarchs and educating residents about how they can make a difference at home. Use this template as a guide in issuing a proclamation announcing your community's commitment to monarch butterfly conservation and taking the pledge.

Learn more at www.nwf.org/MayorsMonarchPledge. Use [this template](#) as a guide in issuing a proclamation that recognizes Mayors' Monarch Pledge day in your community. You can also access this template document by visiting this website: <https://www.nwf.org/proclamationguide>.

PHOTO CREDIT: MARY WINDHORST



