



Mayor's Monarch Pledge FAQ:

1) I'm not a Mayor, can I take this pledge?

Any individual who is a local government chief executive of a city, county, town, township, village or any other form of municipal government may take the pledge. While this pledge is not specifically designed for neighborhood or home owners' associations, presidents of these associations may also take the pledge.

2) What if I'm already taking three specific actions for monarch from the list?

If you are already taking three or more of the specific actions from the pledge, we ask you to make one additional commitment for the next year and continue the existing actions.

3) What is the Mayors' Monarch Pledge Leadership Circle?

The Leadership Circle is reserved for mayors who take eight or more specific actions from the list. You may join the leadership circle when you first pledge or you may decide to upgrade to the leadership circle at a later date after taking the standard pledge.

4) How Do I Become a Monarch Champion?

Your city can become a "Monarch Champion City" by pledging and taking all 24 actions (25 if you're in coastal California).

5) What kind of support can I expect from NWF?

NWF will share best practices through the "Resources for Mayors" page at www.nwf.org/mayorsmonarchpledge and foster sharing through our [public Facebook group](#). NWF sends out regular newsletters with information about webinars, citizen science opportunities, and more! NWF will also make connections with the local entities of our national coalition partners from Monarch Joint Venture and the National Pollinator Garden Network – these partners could become a resource locally. NWF will consult with any city that is interested in taking the pledge – just send us an email at mayorsmonarchpledge@nwf.org. Additional support is available to cities, towns, counties and neighborhoods that take part in NWF's Community Wildlife Habitat program – www.nwf.org/community.

6) Does our Mayor or Town Council have to issue a proclamation?

A proclamation is not mandatory, but a city proclamation or resolution may be a pre-requisite for some municipalities to implement certain actions. Other actions like convening garden groups or planting a demonstration garden or changing when you mow certain areas within the city would likely not require a proclamation or other legislation.

7) Do I have to start on these actions before I take the pledge?

No. We ask that you make a commitment up front and start taking the actions you included in your pledge within one year.

8) Will I report back to NWF on our actions?

Yes. We will ask all communities to fill out a simple survey at the end of each year so we can communicate the collective impact of our work to help save the monarch butterfly.

9) When does the pledge end? Is there a deadline?

The Mayors' Monarch Pledge can be taken at any time. Though the pledge started out as a one-time action, we are now extending the Mayors' Monarch Pledge and it will continue indefinitely. We do ask that you start taking the actions that you checked off on your pledge form within a year after you join the pledge.

10) What is the Tri-National Pledge? Is my city part of it?

The Mayors' Monarch Pledge is a tri-national initiative to encourage mayors and other local government chief executives to take community-wide actions to help save the monarch butterfly. While the pledge was originally designed for municipalities in the United States, the pledge was expanded in 2017 to Canada and Mexico through the Commission for Environmental Cooperation.

The tri-national pledge is a partnership between Profaua in Mexico, the David Suzuki Foundation in Canada, and the National Wildlife Federation in the United States. If your Mayor has signed the pledge, your city is automatically part of the tri-national effort. Visit the tri-national page [HERE](#).

11) Can we get credit for items not included in the pledge?

Please email us at mayorsmonarchpledge@nwf.org if you have a specific action that is not listed on the pledge form.

12) What about the other pollinators?

What's good for the monarch butterfly is also good for other pollinators! By planting native milkweed and other native nectar plants cities will also be creating habitat for all pollinators.

13) The former mayor took the pledge and their term has ended. Can the new mayor continue the pledge?

Yes! In cases such as these, we ask that the current mayor re-submit the pledge survey so that we have record of them as a separate pledge. They can add or change action items for their city as well!