



Mayors' Monarch Pledge – Proclamations

Proclamations are a useful tool to call public attention to the decline of the monarch butterfly and to express a city's support for the monarch and other pollinators. Mayors can issue proclamations on the day the pledge is taken or also on other national days to celebrate sustainability, wildlife and pollinators. There are many inspiring examples of proclamations by mayors and city councils.

Dates to Issue Monarch Proclamations:

- Date pledge is taken
- February 5th - Western Monarch Day - <https://www.daysoftheyear.com/days/western-monarch-day/>
- Second Week in March – National Wildlife Week – www.nwf.org/wildlifeweek
- April – Earth Month
- April 22nd – Earth Day
- May – Garden for Wildlife Month - <http://www.nwf.org/How-to-Help/Garden-for-Wildlife/Garden-Month.aspx>
- June – Great Outdoors Month – <http://www.greatoutdoorsmonth.org/>
- Third Week in June – Pollinator Week – http://pollinator.org/npw_action.htm

Sample Proclamations:

St. Louis, MO – “Mayors’ Monarch Pledge Day” – See Appendix A

St. Louis Mayor Francis Slay declared Saturday, September 19th as “Mayors’ Monarch Pledge Day” to shine a spotlight on the pledge and to raise awareness about monarch butterfly conservation in the City of St. Louis.

Proclamation Therefore Statement: “Now, therefore, I, Francis G. Slay, Mayor of the City of St. Louis, do hereby proclaim September 19, 2015, as: “MAYORS’ MONARCH PLEDGE DAY” IN THE CITY OF ST. LOUIS.

Edina, MN – May as “Monarch Butterfly Month”

<http://edinamn.gov/edinfiles/files/City%20Council%20Staff%20Reports/May%206,%202015/Item%20V%20C%20Monarch%20Butterfly%202015.pdf>

Proclamation Action Statement: NOW, THERE, I James B. Hovland, Mayor of Edina do hereby proclaim, the month of May 2015 the time for Edina residents to plant milkweed seeds.

Northbrook, IL – Call to action for community planting and honoring the establishment of a Monarch Waystation:

http://northbrookil.igam2.com/Citizens/Detail_LegiFile.aspx?Frame=&MeetingID=1309&MediaPosition=1356.929&ID=2967&CssClass

Proclamation Therefore Statement: NOW, THEREFORE, I, Sandra E. Frum, President of the Village of Northbrook, County of Cook and State of Illinois, do hereby proclaim April 14, 2015, a day honoring the establishment of a MONARCH WAY STATION in Northbrook, and urge all residents of the community to do their part by planting milkweed, the exclusive food source for monarch larvae, so that every parcel of property in Northbrook may contribute to the survival of the monarch butterfly.

NJ State Proclamation – May as “Milkweed for Monarchs” Month (can be adapted for municipalities):

http://www.njleg.state.nj.us/2014/Bills/AJR/70_11.HTM

Resolution Action Statement: BE IT RESOLVED by the Senate and General Assembly of the State of New Jersey: The month of May each year shall be designated as “Milkweed for Monarchs Month” in order to encourage public officials, businesses, schools, and the residents of this State to plant and protect native milkweed and nectar sources, so that monarch butterflies have the resources necessary to produce successive generations and sustain their spectacular migration through the State.

Pollinator Partnership Model State Proclamation – Pollinator Week (can be adapted for municipalities):

http://pollinator.org/npw_action.htm

Proclamation Action Statement: NOW, THEREFORE, I, Mayor LAST NAME, Mayor of the city of CITY, do hereby proclaim the week of June 15-21, 2015 as CITY Pollinator Week throughout the City of CITY, and urge all citizens to recognize this observance.

California Native Plant Society – State Proclamation (can be adapted for municipalities):

<http://www.cnps.org/cnps/conservation/nativeplantweek/>

Resolution Action Statement: RESOLVED by the Assembly of the State of California, the Senate thereof concurring, That the Legislature recognizes the essential value and importance of California native plants to our history, economy, landscape, and environment; and be it further RESOLVED, That the California Legislature encourages community groups, schools, and citizens to undertake appropriate activities to promote native plant conservation and restoration, and to inform their neighbors and communities of the value of native plants in nature and in horticultural settings; and be it further RESOLVED, That the California Legislature hereby declares the third week of April, each year, as California Native Plant Week.

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These resources are also available online at: www.nwf.org/MayorsMonarchPledge

Share your best practices at: <https://www.facebook.com/groups/MayorsMonarchPledge/>

Appendix A – St. Louis “Mayors’ Monarch Pledge Day” Proclamation Text

WHEREAS, the monarch butterfly is an iconic North American species whose multigenerational migration and metamorphosis from caterpillar to butterfly has captured the imagination of millions of Americans; and

WHEREAS, 20 years ago, more than one billion Eastern monarch butterflies migrated to Mexico, but in the winter of 2014, only 60 million made the trip; and

WHEREAS, cities, towns and counties have a critical role to play to help save the monarch butterfly, and the City of St. Louis has played a leadership role by launching *Milkweeds for Monarchs: The St. Louis Butterfly Project*; and

WHEREAS, every citizen of St. Louis can make a difference for the monarch by planting native milkweed and nectar plants to provide habitat for the monarch and pollinators in locations where people live, work, learn, play and worship; and

WHEREAS, on behalf of the people of St. Louis who have already joined me in creating healthy habitat for these magnificent butterflies, I am honored to be the first Mayor to lead the way by signing the National Wildlife Federation’s Mayors’ Monarch Pledge; and I encourage other city officials across our great nation to take a stand with me so that the monarch butterfly will once again flourish across the continent.

Now, therefore, I, Francis G. Slay, Mayor of the City of St. Louis, do hereby proclaim September 19, 2015, as:

“MAYORS’ MONARCH PLEDGE DAY” IN THE CITY OF ST. LOUIS

In witness whereof, I have hereunto set my hand and caused to be affixed the seal of the City of St. Louis, this 19th day of September, A.D. 2015.