Mayors’ Monarch Pledge: Preparing for Spring Planting

December 12, 2016
Presentation Overview

1) About the National Wildlife Federation

2) Short Overview of the Mayors’ Monarch Pledge

3) Mary Phillips – Director of Garden for Wildlife – Working with the Garden Trade to Access Native Plants and Seeds

4) Chip Taylor – Director and Founder of Monarch Watch – Milkweeds for Gardens & Restorations
Garden for Wildlife

All wildlife needs four things to survive:

1. FOOD
2. WATER
3. COVER
4. PLACES TO RAISE THEIR YOUNG

Emphasis on sustainable gardening and use of native plants
Certification

You can certify:

- Homes
- Farms
- Schools
- Communities
- Other Community Hubs like City Hall, Public Parks, Libraries, Zoos, Municipal Buildings and More
Cities, towns and counties have a critical role to play to help save the monarch butterfly. Municipalities in particular can provide habitat at public parks, median strips, community gardens and municipal buildings that serve as community hubs such as recreation centers and libraries. Schools, homes and businesses can all provide essential habitat for monarchs too. Simple changes in landscaping ordinances or school policies can make a big difference for the monarch. Educating citizens about how and where to grow milkweed is also a key piece of the puzzle. Creating habitat and educating citizens will benefit other pollinators that need healthy habitat as well.

When Mayors speak up and take a stand, citizens notice. Therefore, we hereby commit to help restore habitat for the monarch and encourage our citizens to do the same, so that these magnificent butterflies will once again flourish across the continent... Full language at www.nwf.org/mayorsmonarchpledge
Step # 2 – Specify Your Actions

- Commit to at least 3 of 25 specific actions
- Begin those actions within 1 year
- One action from the “Program & Demonstration Gardens” section
- List of 25 actions is also available at www.nwf.org/mayorsmonarchpledge
- Mayors that take 8 or more actions are eligible to join the “Mayors’ Monarch Pledge Leadership Circle”
- Take all 25 actions and become a “Monarch Champion”
Recognition

THE NATIONAL WILDLIFE FEDERATION RECOGNIZES

Name

TITLE, CITY

For your leadership in taking the National Wildlife Federation's Mayors' Monarch Pledge so that these magnificent butterflies will once again flourish. This commitment will restore habitat for the monarch butterfly and encourages local citizens to do the same.

COLLIN O'MARA, PRESIDENT & CEO
NATIONAL WILDLIFE FEDERATION

DATE

NWFOPG
Step # 4 – Report Progress

Simple report back form so we can roll up common metrics - # of gardens installed, # of acres of habitat, # of citizens educated, etc.
NWF Support

• An online, frequently updated resources page with model actions taken by cities
• Guide: *Monarch Conservation in America’s Cities – A Solutions Guide for Municipal Leaders*
• Regular Webinars
• Networking through the Mayors’ Monarch Pledge Facebook Group
• Regular email updates
• Email and phone consultations – mayorsmonarchpledge@nwf.org