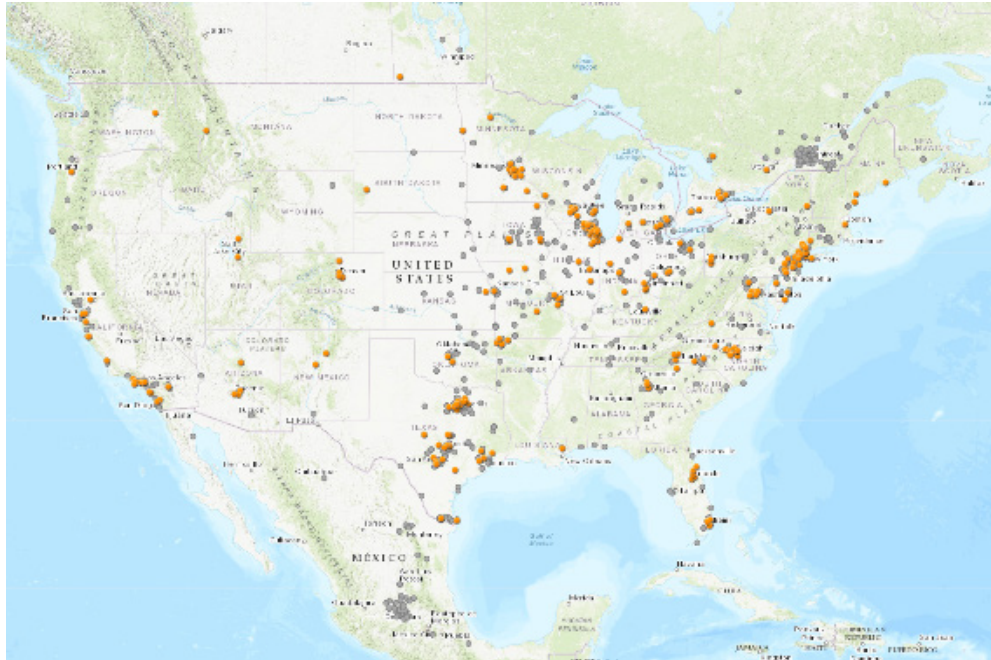


# NWF mayors' monarch pledge

More than 1,900 pledges have been taken by mayors and heads of local 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 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 (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, volunteers and community-based organizations play a crucial role in the success of these commitments.

### CONTACT THE TEAM

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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  
Northbrook, IL

- 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 regular newsletters, webinars, networking opportunities, 1:1 consultations and social media outreach toolkits.

### 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 allows us to track the **collective impact of our work**.

### Program Achievements

Since 2015, the program has engaged nearly 12 million people and restored more than 11,000 acres of habitat. Below are details about what actions mayors and heads of local government have committed to from 2015-2023:

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

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

**557 Leaders:** Launch or maintain a public communication effort (multilingual where appropriate for the

community) to encourage residents to plant monarch gardens at their homes or in their neighborhoods.

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

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

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

### Inspiring Stories

#### Lafayette, CO

In Lafayette, Colorado, the Our Nature Kids/Jovenes de Naturaleza program focused on educating young people from underserved communities about monarch protection through paid bilingual internships. High schoolers who participated in the program completed restoration projects, such as plantings, invasive weed removal, and seed dispersal.

#### McAllen, TX

The city of McAllen and the McAllen Independent School District collaborated with students and community members to plant a Tiny Forest at Cathey Middle School. During the installation event, participants were educated about the species they were planting and the benefits of this project, like generating ecosystem services and providing habitat for pollinators and other wildlife. McAllen's also establishes monarch habitat along roadsides, medians, and rights-of-way, and worked closely with the Texas Department of Transportation to install a nature-themed and monarch mural along a roadway in 2023.

#### 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

#### King, ON

The Township of King, Ontario, hosted a variety of nature-based activities and camps including the Pollinator Pals program. This program allowed students to learn about monarchs while taking part in activities that support monarch populations, including creating and distributing milkweed seed balls, germinating and planting wildflowers and milkweed, and monitoring monarch sightings.

