

How to plan a Statewide Monarch Conservation Summit

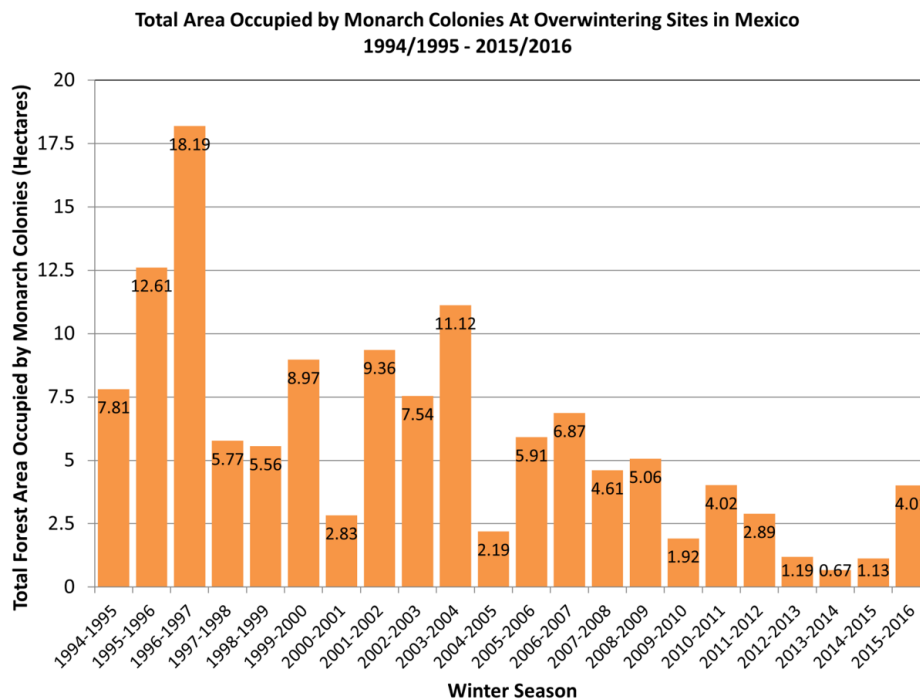
Table of Contents

1	Why plan a Summit?
2	Form a Planning Committee
3	Consider hiring a facilitator
4	Identify a Location
5	1 Day vs. 2 Day Summit
5	Invitations
6	Who should you invite?
12	Survey Participants
13	Pre Event Checklist
15	Tips for Conducting the Summit
16	Tips for Monarch Science Presentation
17	Group Exercises
20	Concluding the Summit
21	After the Summit
22	Appendix A: Sample Agendas
22	Appendix A1: 1 Day Agenda
23	Appendix A2: 1.5 Day Agenda
24	Appendix A3: 2 Day Agenda
26	Appendix B: Additional Organizations to Invite to Summit
27	Appendix C: Sample Invitation
28	Appendix D: List of Handouts for Participant Packets
29	Appendix E: Sample Slides
37	Appendix F: Visioning Exercise
38	Acknowledgements and Contact Information

Why plan a Summit?






When news broke that monarch populations had plummeted by nearly 90% in 20 years, organizations and individuals across the country demanded action. There was a huge push to plant for monarchs, and a demand for information on best practices.

While this interest in the monarch resulted in an increase in milkweed planted, and a greater understanding of pollinator conservation, to make sure that programs are implemented in an effective and strategic way, it is important that organizations focusing on monarch conservation collaborate together to develop a unified communication strategy and identify opportunities to share resources.









Data from 1994-2003 were collected by personnel of the Monarch Butterfly Biosphere Reserve (MBBR) of the National Commission of Protected Natural Areas (CONANP) in Mexico. Data collected from 2004-2016 were collected by the WWF-Telcel Alliance, in coordination with the Directorate of the MBBR.

Specifically a Summit can achieve the following goals:

-  Develop open communication and learning about current efforts
-  Foster opportunities to share and leverage resources
-  Reach out to new audiences
-  Encourage participants to continue brainstorming habitat opportunities
-  Develop a strategic statewide monarch conservation plan that can be utilized and implemented by state agencies, non profit organizations, businesses, and individuals.

Form a Planning Committee

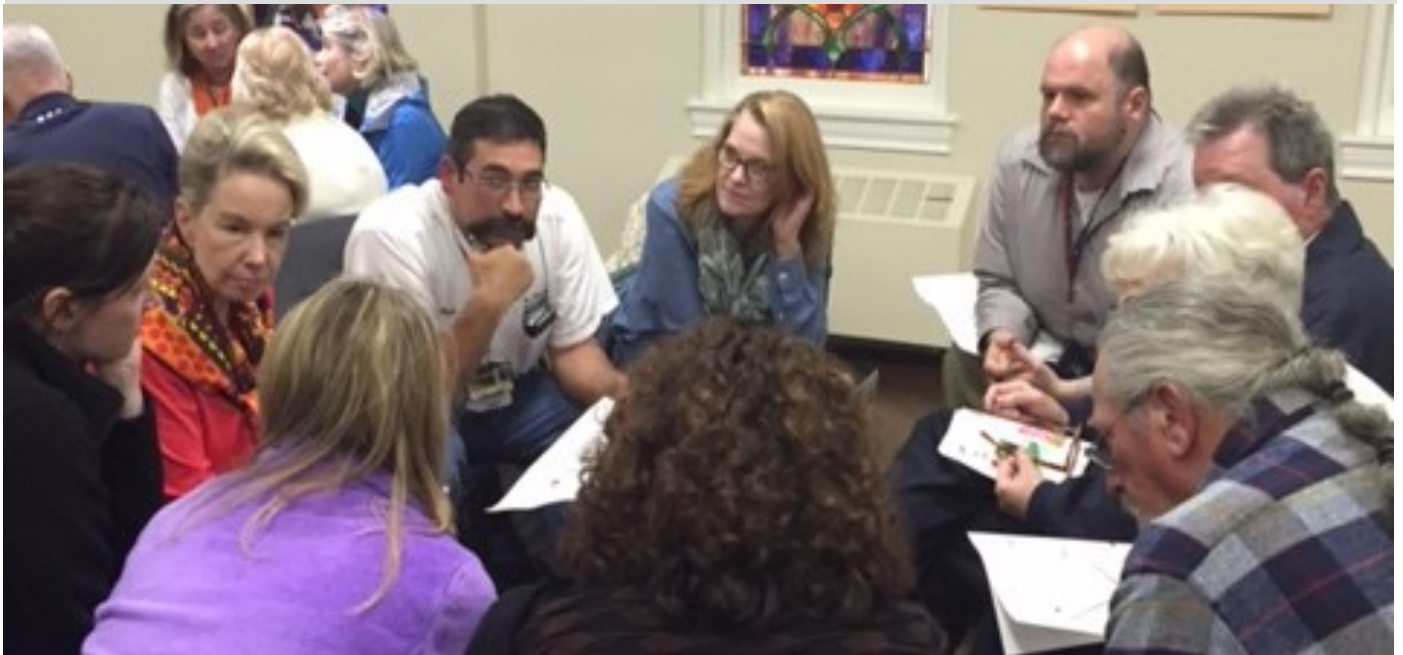
Planning a statewide summit can greatly benefit from a diverse group of players right from the beginning. A planning committee can help to:

-  develop the invitation list
-  recruit key partners
-  find a location
-  customize the agenda to represent all interests
-  identify and recruit speakers
-  compile background information on existing monarch efforts across the state

The following groups have committed to help state summits and should be particularly helpful to involve from the beginning* (see page 6 for other possible interests)

Monarch Joint Venture
National Wildlife Federation
NWF State-based Affiliate
Pheasants Forever

US Fish & Wildlife Service
State Wildlife Agency
Others as identified by your state's main players



Consider Hiring a Professional Facilitator

One of the first decisions your planning committee should make is whether you will hire a professional facilitator for the Summit.



There are several benefits to having an independent and unbiased facilitator:



Local organizations that are active in monarch conservation will want to actively participate in the conversation and not focus on facilitation. Further, key conversations or issues may not be considered as thoroughly because key community members are focused on facilitator duties.



If the facilitator is a local person who is actively involved in the issue, the attendees may assume that the facilitator is going to handle the entire project. To ensure a collective and sustainable effort, all of the participating organizations need to have some ownership in the plan and cannot expect one individual or organization to do all of the work.



An unbiased person is in a better position to make sure that everyone in the room is heard. Even if a facilitator did not purposefully focus on the voices that agree with him/her, a facilitator could discourage active participation by appearing to prefer certain opinions or participants.

Identify a Location for the Summit

Having a good location is critical to having an effective Summit. Here are some factors to consider:



Is the location centralized/relatively easy to access for the attendees



How large is the room?



Could it comfortably accommodate at least 50 people (several summits are attracting 100 people)?



How many tables are available? Are they round?



How many people would be seated at each table?



Does the room allow for presentations?



Is there a built in projector? Is there a projector available for use?



Is there a screen that is clearly visible throughout the room?



Can the room be split up for breakout groups?



Does the space provide microphones/speakers?



Does the space allow food and drinks?



Is there wall space where material could be posted such as flip chart paper for breakout groups?

1 Day vs. 2 Day Summit

Deciding how long the summit should be depends largely on how much education is needed. How familiar are the participants with the monarch's plight? Are they aware of all of the challenges to the monarch's habitat? Do they understand what native plants are recommended for monarchs?

If additional education is needed, you have the option of hosting a full or half day of training and education for those participants that require it. Following a full/half day of training, you can give a brief review on the second morning before you dive in to the planning exercises.

Additional time will also allow the participating groups to build stronger relationships for the actual plan development and importantly plan implementation.

For sample agendas for a 1 day, 1.5 day and 2 day Summits, see Appendix A-1, A-2, and A-3.

Invitations

To create a well rounded, strategic Monarch Conservation Plan, it is important to have a diverse group of organizations at the table. Encourage each participating organization to send 1-2 representatives so that everyone is represented, and no one organization overwhelms the others.

If an organization brings more than 1 or 2 representatives they could control the conversation. Also, if every organization or agency is represented by multiple attendees, there might be too many people to have a productive conversation and you will spend more time trying to control the room than participating in valuable conversation.

Each of these organizations would be encouraged to participate with the promise of long-term partnerships, increased influence and outreach potential, and the chance to leverage their participation and the completed Statewide Conservation Plan to seek out funding for their individual projects.

The following paragraphs identify the categories of organizations to bring to the table, agencies/clubs/organizations to invite, and a few talking points to explain why that organization is critical to the process, and what benefit they can gain from participating.

There is a great and diverse variety of groups interested in monarch conservation. All of these interests will be needed to develop and most importantly implement a monarch conservation plan. Therefore, the summit can be an important opportunity to bring everyone to the table including often non-traditional players like the agriculture community and the transportation community. We strongly encourage these groups to be recruited early to participate.

In addition to the groups below, representatives from state and community foundations should be invited so that they can advise the attendees on how best to approach foundations for funding, and what projects are most likely to be funded by foundations.

Wildlife Conservation Groups

Wildlife conservation organizations/agencies are a valuable participant because:



They have on-the-ground experience implementing wildlife conservation initiatives in the community.



They can contribute resources and expertise.

These organizations will benefit from attending the Summit because:



They will gain a better understanding of current projects benefiting monarchs.



They will build partnerships that will allow them to pool resources and work more efficiently and effectively.



They can include their organizational goals in the statewide plan.



They can commit to being a partner in the implementation of the plan.

The following conservation groups might be considered to participate:

- [Audubon](#)
- [Monarch Joint Venture](#) ([Monarch Joint Venture Partners](#))
- [Monarch Watch](#)
- [National Military Fish & Wildlife Association](#)
- [National Recreation and Park Association](#)
- [National Wildlife Federation \(NWF state affiliate, regional offices, and Monarch specific staff\)](#)
- [Natural Resources Conservation Service \(NRCS\)](#)

- [Pheasants Forever](#)
- [Quail Forever](#)
- [The Nature Conservancy](#)
- University departments conducting wildlife research
- [United States Fish and Wildlife Service](#)
- [United States Forest Service](#)
- [United States Geological Survey](#)
- [Xerces Society](#)
- [Zoos](#)
- There are MANY independent state based groups you will also want to invite (see Appendix B for list of groups several states summits invited)

Gardening Groups

Gardening organizations are a valuable participant because:



They have the skills to educate the public on monarch planting.



They have a clear understanding of the plants that are available, and what plants should be recommended for the general public.



They can help create demonstration gardens/habitats for public education and outreach purposes.

These organizations will benefit from attending the Summit because:



They can help define gardening best practices for the state.



They can expand the reach of their educational programs.



They can encourage the public to plant native using organic practices.



They can form partnerships that will result in greater access to resources for planting projects and outreach.





Ideally, the following parties should be invited to participate:

- [American Horticultural Society Clubs](#)
- [Botanical Gardens](#)
- [Master Gardeners](#)
- [Master Naturalists](#)
- [Native Plant Society](#)



- Plant sellers/nurseries
- [Statewide Gardening Clubs](#)

Agricultural Groups

Agricultural organizations are valuable participants because:

-  They have the ability to conduct effective outreach with large-scale property owners and farmers.
-  They understand the interests of farmers.
-  They can encourage the change of best practices and policies that may lead to restoration of monarch habitat.
-  The 2014 Farm Bill provided for programs to increase monarch habitat on private lands.

These organizations will benefit from attending the summit because:

-  They will understand their particularly important role in monarch conservation.
-  They can make sure that the interests of farmers are incorporated into the state Monarch conservation plan.

Ideally, the following parties should be invited to participate:

- [American Beekeeping Federation](#)
- [County Extension Office](#)
- [Farm Service Agency \(FSA\)](#)
- [Natural Resources Conservation Service \(NRCS\)](#)
- [National Sustainable Agriculture Coalition](#)
- [State Cattlemen's Beef Association](#)
- [State Chapters of the Apiary Inspectors of America](#)
- [State Chapters of the American Honey Producers Association](#)
- [State Corn Growers Association](#)
- [State Department of Agriculture](#)
- [State Extension Agricultural Association](#)
- [State Farm Bureau](#)
- [State Farmers Market Associations](#)
- [State Organic Farming Associations](#)
- [State Soybean Association](#)

Beautification Groups

Beautification organizations are valuable participants because:



They can help conduct outreach, and encourage monarch planting as a beautification measure.

These organizations will benefit from attending the Summit because:



They can gain expertise and resources for beautification projects.

Ideally, the following parties should be invited to participate:

- [Keep America Beautiful Affiliates](#)
- State Department of Tourism
- [Adopt a Highway](#)

Private Lands

Private land management organizations are valuable participants because:



They can help conduct outreach, and encourage monarch planting.



They can easily incorporate monarch conservation into current projects.



They can change internal policies that may lead to destruction of monarch habitat.

These organizations will benefit from attending the Summit because:



They can gain expertise and resources for projects.

Ideally, the following parties should be invited to participate:

- [Community Associations Institute](#)
- [Farm Service Agency \(FSA\)](#)
- [Habitat for Humanity](#)
- [Land Trusts](#)
- [Natural Resources Conservation Service \(NRCS\)](#)
- [Pheasants Forever Farm Bill Biologists](#)
- [Soil and Water Conservation Districts \(SWCD\)](#)
- State Fish & Wildlife Agency Private Lands Program
- [U.S. Fish & Wildlife Service, Partners for Fish and Wildlife Program](#)

Public Land Management

Government agencies (local , state ,federal) that manage public land are valuable participants because:



They manage significant public lands that can be managed for Monarch conservation, especially for large scale planting projects.



They have scientific expertise.



They might have significant financial resources or in-kind capacity to develop and implement the plan.



They can contribute public properties that will be ideal for demonstration gardens.



They can establish policies and best practices for public lands that will discourage degradation or destruction of best practices during the monarch migration.

These organizations will benefit from attending the Summit because:



To form partnerships with organizations that can contribute expertise and resources to implementing large scale projects and the overall plan.

Ideally, the following parties should be invited to participate:

- [Bureau of Land Management](#)
- [Community Wildlife Habitat Cities](#)
- [Mayors' Monarch Pledge Participating Cities](#)
- [National Park Service](#)
- State Department of Transportation
- [State Municipal League](#)
- [Tribes](#)
- [US Army Corp of Engineers](#)
- [US Department of Transportation](#)
- [U.S. Fish and Wildlife Service Refuge Program](#)
- [United States Forest Service](#)

K-12 Education

Educational organizations and departments are valuable participants because:



They can help establish educational programs at schools across the state.



When children are exposed to monarch conservation issues in school, they educate their parents and the students can become lifelong advocates for pollinator conservation.

These organizations will benefit from attending the Summit because:



They can form partnerships with organizations that can contribute expertise to their educational programs.



They can identify volunteers who will help train teachers in established curriculum and plant school habitats.



They will be notified when funding opportunities come up that may benefit schools.



Teachers and staff can receive professional development.

Ideally, the following parties should be invited to participate:

- [Association for Science Teacher Education](#)
- Science Teachers Association
- [Eco Schools](#)
- [State Department of Education](#)
- [State PTA](#)

Invitations

The invitation language needs to explain the purpose of the meeting, what the group hopes to accomplish, and that you are asking for one representative per organization. See Appendix C for a sample invitation.

Survey Participants

In addition to the invitation, the planning committee can use the initial email to the invitation list to collect information about current monarch efforts across the state. This will allow you to create a list of statewide as well as regional resources, and create a map of habitat projects, events, and other resources.

The easiest and most affordable way to collect this information is to use a service like [Survey Monkey](#) and incorporate the following questions:

1. Please list the skills you have to offer as an individual (gardening, training, computer, grant writing, etc.)
2. Please list the names of the businesses/organizations/agencies/clubs of which you are an employee/member that are interested in monarch conservation.
3. Please list what skills and/or resources your business/agencies/organization/club can contribute to monarch conservation.
4. Please list the activities you or your business/organization/club are already doing to benefit monarchs. Include educational programs, events, habitat projects, citizen science efforts, or any other project or activity that benefits monarchs. Are these activities specific to one location, a city, a region, or are they statewide? If you are working at a specific location please include the address so that we can create a map of resources for the state.

Once the information is collected, create a resource list of organizations and their projects for all of the participants. If possible, have a volunteer from the planning committee create a map of all of the monarch events and habitat locations. [Google Maps](#) or [Zeemaps](#) are free mapping sites that are fairly simple to use. You can present on these results at the Summit (referenced in sample agendas as “Mapping the Territory”).

Pre-Event Checklist

- For the Summit, you will need the following supplies and materials:
- Flip chart paper—preferably [Self-Stick paper](#) that can be posted along the walls for notetaking in breakout group sessions
- Stands for flip charts
- Flip chart markers
- Name tags
- Sharpies—for the name tags
- Post Its/index Cards
- Pens
- Folders
- Tape
- Scissors
- Refreshments
 - Coffee
 - Water and other drinks
 - Snacks for the morning
 - Lunch
 - Snacks for the afternoon
- Pipe cleaners or play dough—studies show that providing toys during long meetings can increase creativity and help keep attendees engaged throughout the day

Pre-Event Checklist

- ❑ Confirm location and date
- ❑ Confirm facilitator
- ❑ Confirm speakers
- ❑ Develop invitation list
- ❑ Send invitations and survey six to eight weeks in advance
- ❑ Develop/Collect presentations for speakers
- ❑ Compile survey data
- ❑ Create handouts/map based on survey data
- ❑ Print materials
 - ❑ Sign in sheets
 - ❑ Handouts (See Appendix D for a full list of recommended handouts)
 - ❑ Copies of slides
 - ❑ Agendas
 - ❑ Speaker bios
- ❑ Put together folders for participants
- ❑ Send out reminder email with travel and parking details 1 week before
- ❑ Assign duties
 - ❑ Registration table
 - ❑ Lunch
 - ❑ Set up for summit
 - ❑ Set up and test projector/clicker
 - ❑ Load presentations
 - ❑ Note taker
 - ❑ Time keeper
 - ❑ Welcoming statement
 - ❑ “Mapping the Territory” presenter
 - ❑ Break out group facilitators
 - ❑ Clean up after summit

Tips for Conducting the Summit

Welcome Statement

- Frame up why we are here
- Thank everyone for coming
- Thank sponsors
- Introduce facilitator

Facilitator's Introduction

- Introduce himself/herself
- Introduce purpose of the day
 - Focus on monarchs and habitat conservation
 - Not:
 - Water
 - Herbicides/pesticides
 - Planting for monarchs benefits everyone
- Review agenda
- Logistics — bathroom, refreshments, breaks
- Cover the groundrules for the day
 - Try to make this a phone free zone — commit to the conversation
 - Focus on shared interests, and try to keep logos at the door
 - Default to open sharing — trust, respect, assumes good intent
 - Listen with patience, attention, curiosity and openness
 - Speak with brevity, clarity and honesty
- Encourage attendees — “This is the right time, you are the right people, we are going to create something unprecedented that will be helpful to all of our respective organizations and of course the monarch.”
- Ask—Anything else you need to participate fully?

Tips for Conducting the Summit

Participant Introductions

If you have less than 20 people you can give everyone a chance to introduce themselves, their organization. If you have more than 20 people, ask the participants to introduce themselves to everyone at their table. Tell them to include their name, organization and a success story they have conserving monarchs in the state.

Monarch Science Overview

While it is valuable to have a local, respected expert give the presentation, it is important to confirm that they will cover the following material:

- Monarch Migration—Specifically when the migration passes through the state and why the state is critical to ensuring the survival of the monarch migration.
- Population decline
- Threats to the monarchs
- How we can all contribute to monarch conservation
 - Importance of milkweed (specify the native varieties for your state and the ideal habitat for those varieties)
 - Importance of nectar plants
 - When should milkweed/nectar plants be planted in order to be ready for the migration

If possible, refer to the [National Strategy to Promote the Health of Honey Bees and Other Pollinators](#) and how the Statewide Plan will help meet the goals of the national strategy.

For sample slides and suggested content, see Appendix E.

Tips for Conducting the Summit

Mapping the Territory

Have a member of the Planning Committee present the handouts and/or map that were created based on the survey results. Explain the purpose of this information:

- To raise awareness of current initiatives
- To identify opportunities for partnerships
- To identify gaps in services

Magazine Cover Success Exercise

One of the biggest mistakes that a group can make when trying to form a collaborative effort or develop a strategic plan is to not take the time up front to identify the shared goals and vision of the overall initiative. This exercise is an entertaining way of developing the structure of the overall monarch conservation plan—the long-term goals that the attendees want to see accomplished across the state. This is the time to take off your organizational hat and dream big for Monarch habitat in this state!

The exercise involves breaking in to small groups of 5-7, and imagining that in 5 years a magazine (National Geographic or National Wildlife) would like to run a cover story on the successful monarch conservation efforts in your state. What would that story look like? What does the article say? What successes does it point to? How did it get to be so successful? What were the partnerships and the milestones that got us there?

Ask the groups to fill out the chart in Appendix F with suggested headlines, ideas for the cover, photos, quotes, and other story content.

After the groups have developed their stories, have each group nominate a representative to come and tell their story to everyone. Make sure to record all of the story ideas.

Tips for Conducting the Summit

Once all of the groups have finished sharing their cover stories and the information has been recorded, ask the participants if they can identify 3 or fewer high priority shared goals that the entire group can orient around. What were some of the basic themes of all of the cover stories? What did the stories have in common?

If the participants are unable to agree on 3, have everyone take a post it or index card, tear it in half and write their top two highest priority success factors on each half. The Planning Committee will collect them and identify the top 3 priorities for all of the attendees.

Path Assessment

Once the group has agreed to 3 or fewer top priorities, it is time to break out into 3 groups to answer the following questions:

- What is happening already to move us toward these goals? Where are there gaps? How could we support these efforts more?
 - Use the resources made from the surveys to support this group
- What challenges do we know we will face? How can we address those challenges strategically? What support do we need to do so?
- What opportunities do we see that we can only capitalize on together? What is the biggest opportunity not yet fully realized?

You can determine who will be in each of these groups before the Summit. If possible, try to balance out the groups so that there is not one group dominated by members of similar organizations, or one group with all of the talkers and another with shy participants.

Give each group a few sheets of flip chart paper and some markers. Each group should have a facilitator to make sure that the group stays on topic and works together to answer the questions.

Have each group nominate a representative to present their ideas to the full group.

Tips for Conducting the Summit

Develop Work Groups

After completing the path assessment exercise, it is time to develop the work/breakout group topics for the afternoon. Here are some questions you can ask the participants to help identify topics for work groups:

- What topics from earlier sessions warrant more conversation today?
- What are the big questions we still need to answer?
- What are the most important actions to move forward and what are the workstreams we will need to support them?
- What are some important prioritization and timeline considerations?

While the questions above should generate discussion, if the group is still unwilling to speak up, offer the following suggestions for work groups:

- How can we encourage citizen science efforts across the state?
- How can we engage private landowners in monarch conservation?
- How do we evaluate success?
- Where are some locations that could be used for large scale habitat implementation? What would we need to do and who would we need to contact in order to establish habitat at these locations?
- What policy changes, if any, are needed to encourage monarch conservation?
- How do we educate the public about the monarch's plight and convince the state that monarch conservation is a priority?

Set a goal of creating 6 breakout/work group topics so that you can break up into 3 groups for each round; however, recognize that some topics may take 2 sessions to complete.

Tips for Conducting the Summit

Work Groups

Each group should have a facilitator to make sure everyone stays on topic and that no one participant controls the conversation. The groups should nominate a spokesperson to share their findings with the rest of the attendees.

After each group presents, the facilitator should identify the 3 ideas from each group that are the most popular among all of the participants. Ask all of the participants to vote and identify the priority actions that should be included in the Monarch Conservation Plan. This can be done by a show of hands, or everyone can write their votes down to be collected by the Planning Committee.

Concluding the Discussion

Once all of the groups have reported on their discussions, ask the participants the following questions:

- Did you make any agreements about how to work together?
 - If not, how can you continue to stay in touch and collaborate?
- What needs to happen next to take this road map toward a statewide strategic plan?
- What additional players/resources might we want to bring in, and how?
- What are your information and education needs? What topics do you need to learn more about?

Record notes so that you can include this information in the follow up email.

Once you have identified next steps for participants and the planning committee, remember to thank the sponsors of the event and the attendees for their time. Let them know that they will receive a follow up message soon.

After the Summit

Follow up Email

Follow up within 1 week of the summit. Below is some sample language to be used in the message:

Thank you for attending the first meeting of the Statewide Monarch Conservation Planning Group. We had a very productive meeting and set some ambitious goals and actions steps to preserve and establish monarch habitat across our great state. Thank you for your active participation and support of monarch efforts.

Attached you will find a copy of the list of attendees and their contact information, along with my notes from the meeting. As we stated at the summit, this was the first of many meetings to develop a detailed, strategic conservation plan, and ensure that resources are being used efficiently and effectively. There is still more work to be done, however with your help, we can create and implement a plan that will serve as an example for other states throughout our region.

Thank you again for your participation and I hope to see you all soon as we move forward with the State's Monarch Conservation Plan.

Appendix A-1: 1 Day Agenda



A Collaborative Strategy to Benefit Monarch Butterflies and Pollinators

- 9:00 Welcome & Introductions
- 9:15 Monarch Science Overview
- 9:45 Mapping the Territory Activity: Existing Monarch Projects & New Opportunities
- 10:15 BREAK
- 10:30 Envisioning Success: What's Our Cover Story?
- 11:15 Path Assessment: How do we move from here to there?
- 12:00 Lunch
- 12:45 How do you collaborate?
- 1:00 Develop Work Groups
- 1:20 Breakout Work Groups: Round 1
- 2:10 Report Out
- 2:40 BREAK
- 2:50 Breakout Work Groups: Round 2
- 3:40 Report Out
- 4:10 Group Reflections and Next Steps
- 4:45 END

Appendix A-2: 1.5 Day Agenda



A Collaborative Strategy to Benefit Monarch Butterflies and Pollinators

Day 1

- 1:00 Welcome
- 1:15 Monarch Science Presentation
- 2:15 BREAK
- 2:30 Planting for Monarchs
- 3:30 BREAK
- 3:45 Maintaining Habitats
- 4:45 Closing Remarks

Day 2

- 9:00 Welcome & Introductions
- 9:15 Key Points from Yesterday's Training
- 9:45 Mapping the Territory Activity: Existing Monarch Projects & New Opportunities
- 10:15 BREAK
- 10:30 Envisioning Success: What's Our Cover Story?
- 11:15 Path Assessment: How do we move from here to there?
- 12:00 Lunch
- 12:45 How do you collaborate?
- 1:00 Develop Work Groups
- 1:20 Breakout Work Groups: Round 1
- 2:10 Report Out
- 2:40 BREAK
- 2:50 Breakout Work Groups: Round 2
- 3:40 Report Out
- 4:10 Group Reflections and Next Steps
- 4:45 END

Appendix A-3: 2 Day Agenda



**A Collaborative Strategy to Benefit
Monarch Butterflies and Pollinators**

Day 1

- 9:30 Welcome
- 9:45 Monarch Science Presentation
- 10:45 BREAK
- 11:00 Planting for Monarchs
- 12:00 Lunch
- 1:00 Maintaining Habitats
- 2:00 Nationwide Monarch Conservation Goals
- 3:00 Break
- 3:15 Why is Our State Important?
- 4:15 Closing Remarks

Day 2

- 9:00 Welcome & Introductions
- 9:15 Key Points from Yesterday's Training
- 9:45 Mapping the Territory Activity: Existing Monarch Projects & New Opportunities
- 10:15 BREAK
- 10:30 Envisioning Success: What's Our Cover Story?
- 11:15 Path Assessment: How do we move from here to there?
- 12:00 Lunch
- 12:45 How do you collaborate?
- 1:00 Develop Work Groups

Appendix A-3: 2 Day Agenda



**A Collaborative Strategy to Benefit
Monarch Butterflies and Pollinators**

- 1:20 Breakout Work Groups: Round 1
- 2:10 Report Out
- 2:40 BREAK
- 2:50 Breakout Work Groups: Round 2
- 3:40 Report Out
- 4:10 Group Reflections and Next Steps
- 4:45 END

Appendix B: Invitation List

4-H

Airports

Businesses with large landholdings

Cemeteries

Chamber of Commerce

Farmers Markets

Future Farmers of America

Golf Course Associations

National Guard

Oil well entities

Organization of Field Stations

Prisons

Railroads

Right-of-way companies

Society of Lepidopterists

Surface mine owners

Utility Companies (Control planting and mowing around poles/wires)

Appendix C: Sample Invitation

SAVE THE MONARCH!

Dear Conservation Leader,

You are invited to participate in the inaugural meeting to create the first ever Statewide Monarch Conservation Plan. You have been identified by your community as someone who has the knowledge, skills, and leadership abilities to assist _____ in developing a successful strategy for increasing our nation's Monarch butterfly population.



There is a significant probability that in the next 20 years monarch butterflies will decline to the point of "quasi-extinction," with numbers so small and scattered that species recovery becomes impossible. By coordinating statewide and regional efforts to establish habitat and educate citizens, we can preserve the monarch migration for future generations.

Please join us on _____ to develop the Monarch Conservation Plan. The meeting will include discussion of current efforts in monarch conservation, long term goals, and brainstorming sessions on how we can achieve those goals.

If you personally are unable to attend, we ask that you send an alternate representative from your business/ organization/department so that we can accommodate all who wish to contribute to this plan.



When:

Where:

RSVP by



Appendix D: List of Handouts

[Milkweed Information Sheet - MJV](#)

[Mowing: Best Practices for Monarchs - MJV](#)

[Gardening for Monarchs - MJV](#)

[Monarch Conservation Talking Points - MJV](#)

[Monarch Citizen Science - MJV](#)

[Schoolyard Butterfly Gardens - MJV](#)

[Monarch Larva Monitoring Project Brochure](#)

[Mayors' Monarch Pledge - NWF](#)

[Mayors' Monarch Pledge Action Items - NWF](#)

[Ecoregional Planting Guides – Pollinator Partnership](#)

[Million Pollinator Garden Network Handout](#)

[Monarch Butterfly Conservation Fund - NFWF](#)

[Monarch Butterfly Migration Map](#)

For additional handouts from Pheasants Forever, please contact Rick Young at

RYoung@pheasantsforever.org or by phone at

Appendix E: Sample Slides

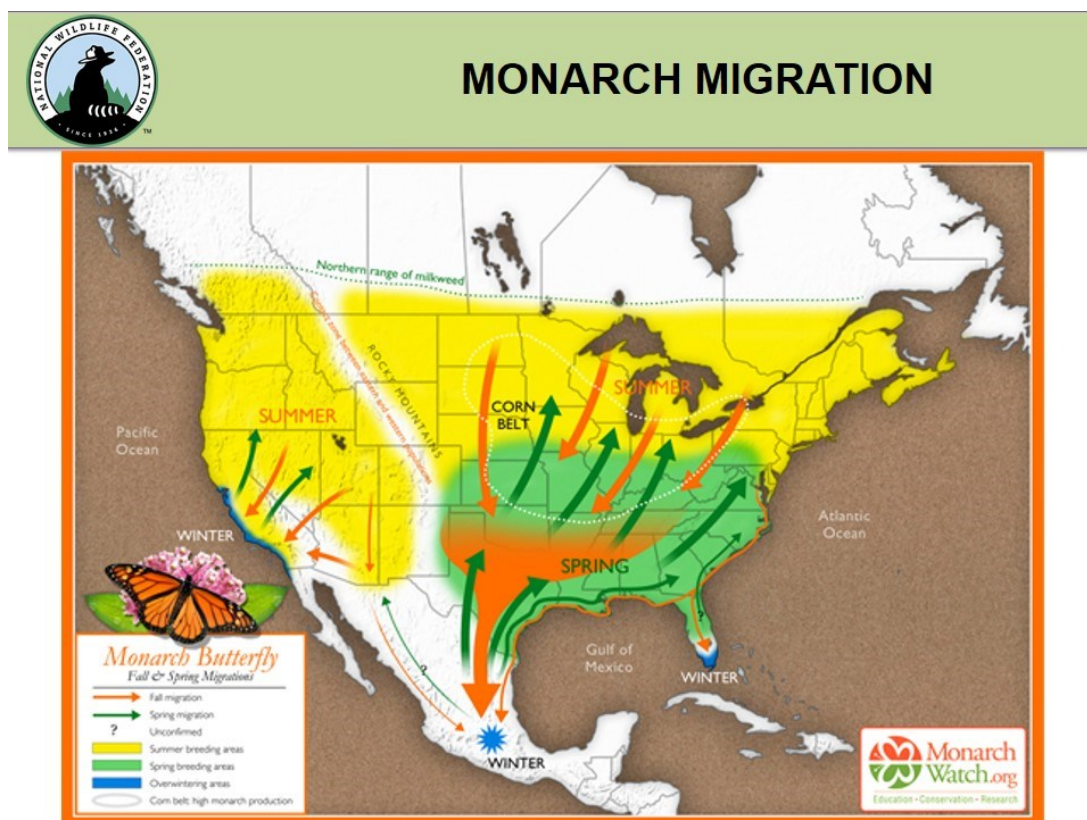


Monarch Conservation



Photo: Jim & Lynne Weber

Working to Help Save the Monarch Butterfly

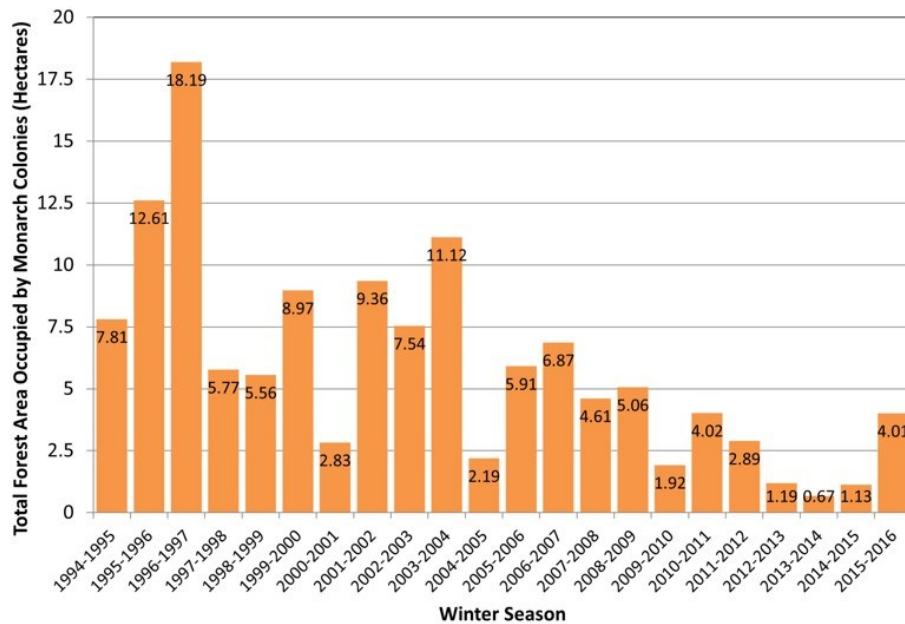


Appendix E: Sample Slides



POPULATION DECLINING

Total Area Occupied by Monarch Colonies At Overwintering Sites in Mexico
1994/1995 - 2015/2016



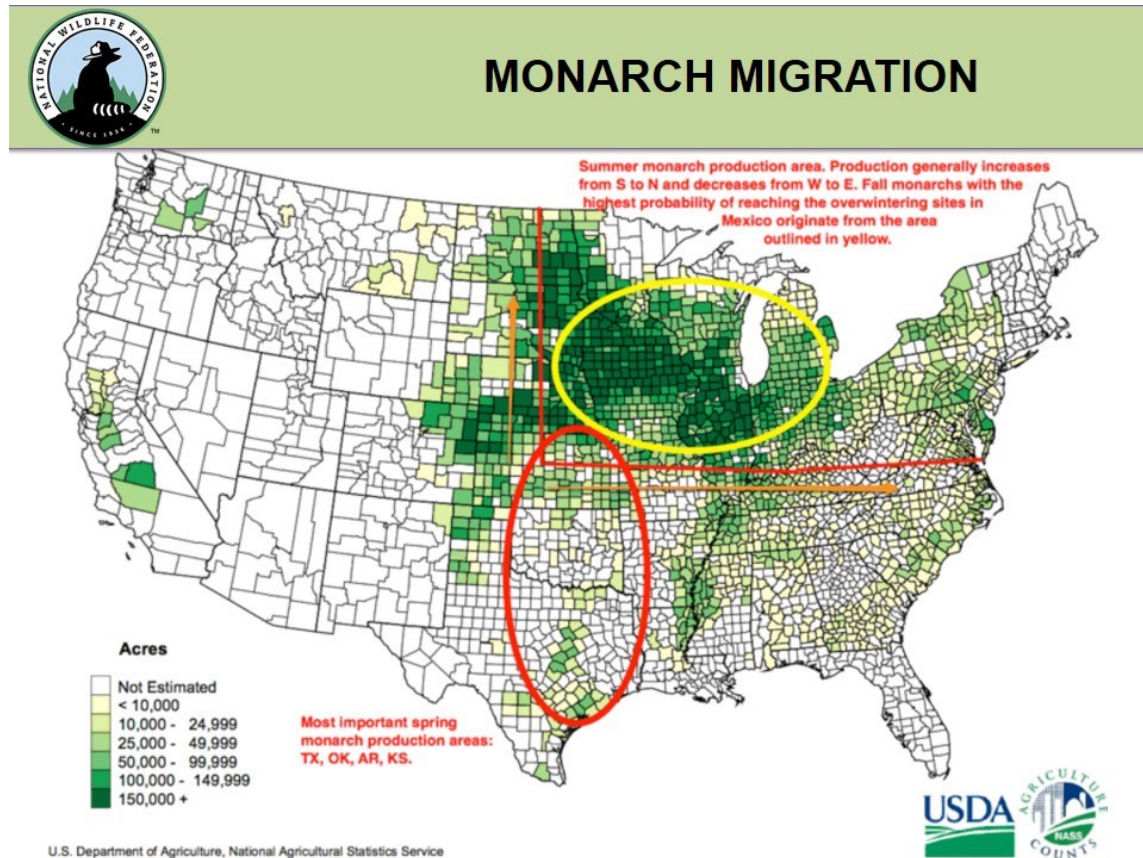
MONARCHS IN CRISIS




Monarch
populations have
plummeted

**Plant native
milkweed
and nectar
plants!**

Appendix E: Sample Slides



 **OTHER THREATS**



- **CHEMICALS:** Insecticides kill monarch caterpillars & butterflies
- **CLIMATE CHANGE:**
 - Key habitat must adjust to warmer temperatures, strong storms & deeper droughts
 - Climate change can alter the timing of migrations

Appendix E: Sample Slides



POLLINATORS





How We Help the Monarch and Pollinators



Habitat Restoration and Species Recovery:

- Certifying Monarch Habitats
- Monarch Conservation Education
- Engaging Local Leaders
- Large Landscape Efforts

Appendix E: Sample Slides



Gardening for Wildlife



Providing food, water, and cover that:

Helps wildlife and native plant communities support wildlife and healthy ecosystems in our cities, towns and communities.

Connects millions of people to wildlife conservation in a personal, meaningful way, literally right outside their door.



MONARCH JOINT VENTURE

MONARCH JOINT VENTURE



www.monarchjointventure.org

Appendix E: Sample Slides



National Pollinator Garden Network



Let's reach one million pollinator friendly habitats.

Anyone can help take the **CHALLENGE!**

MillionPollinatorGardens.org

Use of logo does not imply product endorsement.

A campaign to register a million public and private gardens and landscapes to support the health of bees, butterflies, birds, bats and other pollinators across America.

2015-2017



Milkweed



Female monarchs lay eggs on milkweed host plants because their caterpillars only eat milkweed leaves.

Appendix E: Sample Slides



Native Milkweed

Here is a list of Native Milkweed Species (include photos):

- 1)
- 2)
- 3)



Planting Milkweed

Establishing milkweed can be challenging. Here are a few tips and local resources to help:

- 1)
- 2)
- 3)

Appendix E: Sample Slides



Nectar Plants

Unlike caterpillars, adult monarch butterflies consume nectar from a variety of flowering plants. Here are some native flowering plants that we should encourage across the state:

- 1)
- 2)
- 3)

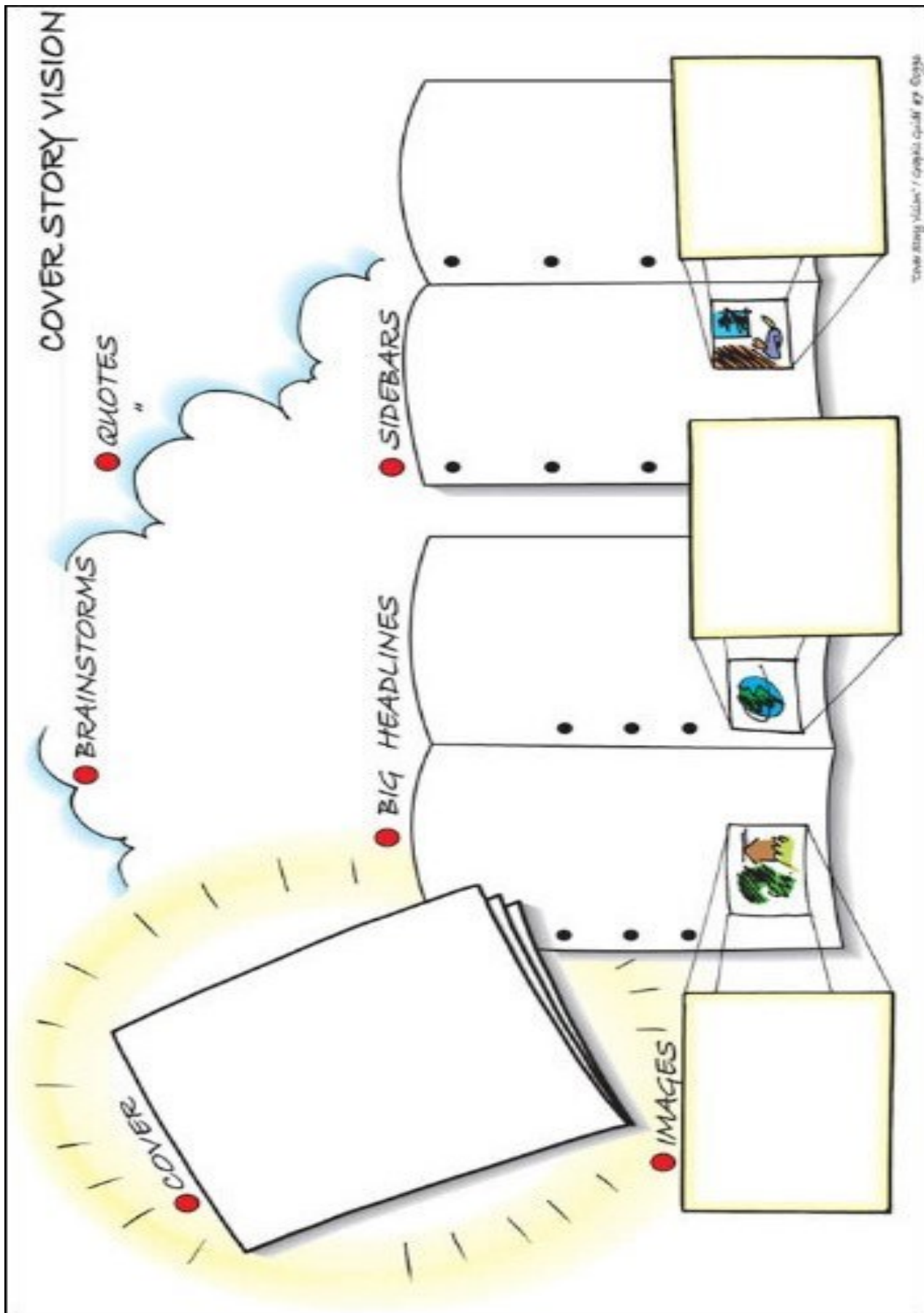


QUESTIONS?

Contacts:

Online & Social:

Appendix F: Visioning Exercise



ACKNOWLEDGEMENTS

We gratefully acknowledge the support of the National Fish and Wildlife Foundation, the Midwest Association of Fish and Wildlife Agencies, Monarch Joint Venture, Pheasants Forever, the Ohio Division of Wildlife, the Kentucky Department of Fish and Wildlife Resources, the United States Fish and Wildlife Service, and the National Wildlife Federation state affiliates. We would also like to acknowledge Brooking Gatewood with Ag Innovations for her work developing and executing the statewide summits in Missouri and Arkansas which served as examples for this guide.

The views and conclusions contained in this document are those of the authors and should not be interpreted as representing the opinions or policies of the U.S. Government, the National Fish and Wildlife Foundation, or its funding sources. The mention of trade names or commercial products does not constitute their endorsement by the U.S. Government, the National Fish and Wildlife Foundation or its funding sources.

CONTACT US

Naomi Edelson
Senior Director, Wildlife Partnerships
National Advocacy Center
National Wildlife Federation
edelsonn@nwf.org
202-797-6889

Grace Barnett
Monarch Outreach Specialist
South Central Regional Center
National Wildlife Federation
barnettg@nwf.org
512-610-7764