WHO SHOULD USE THIS GUIDE
Faith-Based Organizations, Schools, Libraries, Community Centers, City-Sponsored Gardens, Education Centers, and other Civic Organizations

WHAT THIS GUIDE INCLUDES
Suggestions for launching a monarch conservation program
Thank you for your interest in monarch conservation and welcome to the Texan by Nature Family.

We can’t wait to see your positive impact on the monarch butterfly population. This guide will take you through the process of developing your own successful monarch butterfly habitat project.
INITIAL HABITAT ASSESSMENT

Consider completing the steps below before creating your pollinator habitat.

1. Before you begin conservation activities, create a detailed description of the site in its current state.
   a. Take photos.
   b. Describe the area in words (rural, urban, full of invasives, overused, shady or sunny, etc.).

2. Establish photo stations that you’ll use to track your impact. Photo stations are established points where photos are systematically taken at regular intervals to record the project’s progress.
   a. Identify 2-6 photo station locations on your site (you can mark with a stake, sign, flag, stone, etc.)
   b. Take a before photo at each station.
   c. Take photos in January, April, July and October to track progress.

3. Throughout your project, take photos of your organization members in the habitat you created.

4. Throughout your project, track your progress by posting on social media using the hashtag #TexanbyNature.
Creating a monarch conservation project is a fun, educational, and flexible activity meant to facilitate the recovery of the monarch butterfly as well as other critical pollinators. Simply follow the steps provided in this guide for three key phases of your project.

**CONSERVATION ACTIVITIES**

These guidelines will help you develop your monarch butterfly habitat. From creating a site plan to removing invasive species and planting native milkweeds, you’ll learn what it takes to provide a robust environment for monarchs to thrive on your campus.

**ENGAGEMENT**

Engagement activities will get your network involved in your monarch habitat project. Geared toward celebration and education, the guidelines provided for this phase will create excitement around your monarch recovery activities and bring people together in support of our state insect.

**COMMUNICATION**

Your communication plan is critical for sharing your successes with the world. Texan by Nature wants to enhance your brand, name recognition, and community relations, so we’ll work with you to determine how to make the biggest communications impact that honors your hard work.
CONSERVATION

Your main objective is to create pollinator habitat on your campus or property. Here’s how:

Complete the following steps:
1. Create a site management plan, either with the help of a professional or on your own. Your plan should include a step by step process for designing, developing, and managing your habitat.
2. Plant or seed Texas native milkweed.*
3. Plant or seed native nectar plants.*

Complete one or more of the following:
- Create and post educational signage. This could include information about monarchs, type of native plants, and milkweed facts.
- Install water sources for butterflies and other pollinators.
- Develop a 3-year management plan to expand and/or sustain habitat.
- Implement IPM (integrated pest management plan), long term prevention of pests through safe, organic controls.

ENGAGEMENT

Complete two or more of the following engagement activities:
- Conduct a native plant identification tour.
- Tag monarch butterflies using tagging kits available from the Monarch Watch Shop at Shop.MonarchWatch.org.
- Host a family day on-site to show off your new habitat.
- Host milkweed planting days.
- Create your own group engagement activity or program.
- Propagate milkweed by cultivating seeds in small containers and transferring to your outdoor habitat when they outgrow their pots.
- Schedule a seed-ball making activity.
- Host or attend native plant seminars or workshops.
- Report monarch or larvae sightings via app or online at monarchlab.org, Learner.org/jnorth, or iNaturalist.org.
- Provide educational take-home kits to employees.
- Commit to train employees/managers in base level native habitat management practices. Employees or managers trained in this way are more likely to be invested in the success of the project. Highly encouraged.
- Add a demonstration garden, such as a butterfly garden.

*Visit www.texanbynature.org to find information specific to your geographic region for native milkweeds, invasive species, native Texas plants, seed sources, alternatives to chemical pesticides, and native prairie grasses.
COMMUNICATION

Working with Texan by Nature, generate a communications campaign to share your successes with the world.

Your campaign may include the following tactics:

- Press release
- Social media outreach
- Blog series
- Newsletter
- White-paper or case study
- Other impactful opportunities identified by your organization and Texan by Nature (op-ed, magazine article, etc.)
1. Is this your first experience with creating habitat for monarchs and/or pollinators?
   - Yes ☐ No ☐
   ___________________________________________________________

2. Specify how and what type of milkweed the organization added.
   - Seeds added? Yes ☐ No ☐
     Specify what type(s): __________________________________________
   - Plants added? Yes ☐ No ☐
     Specify what type(s): __________________________________________
   - Approximately how many plants or pounds of seed were added?
     # of Plants ________________ Seeds ____________________ lbs.

3. Specify how and what type of native nectar plants the organization added.
   - Seeds added? Yes ☐ No ☐
     Specify what type(s): __________________________________________
   - Plants added? Yes ☐ No ☐
     Specify what type(s): __________________________________________
   - Approximately how many plants or pounds of seed were added?
     # of Plants ________________ Seeds ____________________ lbs.

4. What other habitat enhancing activity from the list did you choose?
   - ☐ Created educational signage
   - ☐ Installed a water source
   - ☐ Created a 3-year management plan
   - ☐ Developed an IPM plan

5. Describe the condition of the site after one year of restoration in three sentences:
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
ENGAGEMENT

6. Which two or more engagement activities did your organization choose to perform?
   - Conducted a native plant identification tour
   - Hosted a family day onsite
   - Scheduled a seed-ball making activity
   - Created your own group engagement activity
   - Hosted milkweed planting days
   - Provided educational take-home kits
   - Added demonstration gardens
   - Propagated milkweed seeds
   - Tagged monarchs
   - Reported monarch, milkweed, or larvae sightings using one of the reporting tools provided
   - Committed to train employees/managers in base-level native habitat management practices
   - Hosted or attended native plant seminars or workshops

Tell us about the results of the activity and send photos, if available. If you created your own engagement activity, please summarize:

__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

How many people attended/participated?________________

7. Approximately how many people use this campus/facility on a daily basis?________________

8. Have demonstration gardens been, or will they be, added? Yes □  No □  Approx. size: __________ sq.ft

9. If educational take-home kits were distributed, how many?________________
   Estimated number of people reached?________________

10. Has campus engagement in habitat creation increased because of this effort? Yes □  No □  Unsure □

11. Has your campus attracted more visitors as a result of this effort? Yes □  No □  Unsure □

12. Report on whether this project increased volunteer hours. Yes □  No □  Unsure □

COMMUNICATION

13. What were the benefits you enjoyed from a marketing and communications perspective? How many articles were published or picked up by media?

__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

14. Describe the social media response (Twitter, Facebook, Instagram, etc.) in terms of reach, new followers, shares, and likes.

__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
15. Report how your organization used information about this project to generate public awareness:
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

16. Did your experience with Texan by Nature enhance your brand, employee/member morale, and community relations?  Yes ☐  No ☐  Unsure ☐

17. How much did your business invest in this conservation project, both direct and indirect costs?
   Approx. direct costs:________________________  Approx. indirect:________________________

18. Report on any maintenance costs savings, in estimates or actuals, for long-term or short-term time frames.
   Long-term________________________  Short-term________________________


10. Describe any non-monetary benefits have been realized as the result of this project. For example:
   • Are there peace/meditation gardens where there were none?  Yes ☐  No ☐
   • Walking/jogging paths to engage physical activity?  Yes ☐  No ☐
   • Did the project generate positive feedback from your network/congregation/employees?  
     Yes ☐  No ☐  Unsure ☐
   • Other? ________________________________________________________________

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