

**Sierra Club Illinois Chapter**  
**MONARCH / POLLINATOR TEAM MISSION & CAMPAIGN STRATEGIES**  
**2018/2019 - updated 2020/2021**

The Monarch Team is Illinois Chapter's contribution to the **monarch/pollinator movement**. Although the Monarch butterfly was chosen as the symbol of our campaign, we recognize that it is one of *many* insects that are in trouble from loss of habitat and pesticides.

**CAMPAIGN MISSION**

Our team mission is to:

1. Support the movement across Illinois to stop the decline of Monarchs and other pollinators by supporting policies and practices designed to protect and increase habitat for monarchs and other pollinators, and
2. Support policies and practices that protect monarchs/pollinators from other risks, such as pesticides, climate change and protection of overwintering habitat in Mexico.
3. Build Group capacity and diversity.

**CAMPAIGN STRATEGIES**

(Note: Objectives are divided between Legislative and Policy Initiatives and Outreach and Educational Initiatives as well as **Chapter-wide Objectives** and **Group Objectives**.

Tactics are offered as *suggestions*. Groups are encouraged to create their own tactics for fulfilling the Campaign mission while tackling as many Objectives as possible.

**Legislative and Policy Initiative(s)**

Create and/or support local, state and/or federal legislation and/or policies that protect pollinators and/or habitat.

**Chapter-wide Objective #1:** Successfully pass any relevant legislation (TBD as needs/opportunities arise).

Tactics:

- In-district lobbying
  - Sub-tactic--hold lobby training webinar for team members
- Action alerts, etc.
- LTE's
- Social Media

**Chapter-wide Objective #2**--Support the State's Illinois Monarch Project [Action Plan](#) (Policy Issue) for monarch recovery; tied to number of milkweed stems (plants) throughout the state.

Tactics:

- Take the IMP Pledge at organization level; encourage Groups and individuals to take the Pledge.

**Group Objective #1:** Each SC Group take the IMP Pledge for organizations, and encourage Group members to take the Pledge for individuals.

**Group Objective #2:** Encourage mayors or park districts in Group territory to sign the Mayor's Monarch Pledge (and/or a resolution to create and protect habitat), and the [IMP Pledge](#).

Tactics:

- Make personal visits; take existing examples of resolutions; (include constituent(s) in outreach efforts, including partner groups, e.g. garden clubs).

**Group Objective #3:** Support munis or park districts that have signed the Pledge or a resolution.

Tactics:

- Offer SC assistance with implementation as appropriate.
- Submit supportive opinion pieces to press about efforts.
- Social media support.

### **Outreach and Education**

Chapter and Group activities that inform the public about the problem and educate them about ways they can get involved and help.

**Chapter-wide Objective #1:** Organize two educational outings to see habitat,. e.g. one at Nachusa Grassland, the other in the southern part of the state.

Tactics:

- Coordinate with Outings leaders to plan and execute outings
- Use Chapter FB page and PSP to advertise.
- Work with Political Committee leaders to invite key legislators.

**Chapter-wide Objective #2:** Increase Group participation on Team

Tactics:

- Develop a Monarch Team Presentation
  - Could be given as a webinar; time and resources permitting, make personal visits/outreach to Groups.
- Develop & share outreach materials, including seed packets for Group giveaways.
- Have at least one volunteer from each Group be a liaison to the Monarch Team.
- Social Media Volunteer(s): A volunteer to keep the Monarch Campaign FB page updated and coordinate "shares" with the Illinois Chapter FB page, and to monitor the Monarch

page on the Chapter website and advise staff of needed updates.

### **Chapter-wide Objective #3:** Increase Diversity

#### Tactics:

- Develop / offer bilingual materials / handouts.

**Group Objective #1:** Each Group team commits to at least one large, public educational outreach event or project.

#### Event Ideas (aka Tactics):

- Show an educational movie or series of movies (must purchase license)
- Organize a pollinator art fair (e.g. [Pollinators Through the Artist's Eye](#), where **Shawnee Group** collaborated with Carbondale Community Arts, Artspace 304, and Carbondale Civic Center Corridor Gallery to host a month-long gallery show and weekend workshops featuring pollinators in art).
- Bring an expert in for a lecture.
- Organize a pollinator habitat tour (work w/Group Outings Leaders).
- Include pollinator gardens on local garden walks.
- Work with the local park district, garden club, school, etc to create a pollinator garden or Monarch WayStation.
- In collaboration w/other NGOs and agencies, help plan a big event, e.g. the [Monarch Project BioBlitz](#) event where **River Prairie Group** teamed up with the DuPage Monarch Project, DuPage Forest Preserve District, Conservation Foundation and WildOnes
- Other ideas ?

**Group Objective #2:** Each Group commits to distributing educational materials at least 3 or 4 times a year (can be part of a larger Group effort that talks about a number of topics).

#### Tactics:

- Farmers' markets.
- Earth Day celebrations.
- Native plant sales.
- County Fairs.
- Pollinator/Monarch Festivals.
- Give presentations to other groups / organizations / schools, etc.

**Group Objective #3:** Each group commits to creating at least one social media or media post about their monarch related group events and/or activities on the Chapter Monarch FB Group

#### Tactics:

- Facebook post.
- Mention on group website.
- Article in local paper.
- Letter to the editor.

**Group Objective #4:** Build Group capacity--grow Monarch Team membership by offering projects/activities

Tactics:

- Start a Group book club.
- Source milkweed and late-season pollinator garden seeds; have a Group project assembling SC branded seed packets.
- Recruit a volunteer to keep Group websites and social media sites updated with Monarch Team activities.
- Recruit volunteer(s) to submit press pieces on a regular basis.
- Group outings (in coordination w/Group Outings Leaders) to pollinator habitat/gardens.

**Group Objective #5:** Build Group diversity

Tactics:

- Co-sponsor or participate in a migration-themed festival or film showing, e.g. *The Guardians* about illegal logging and threats to Monarchs' overwintering area in central Mexico.
- Work with diverse (age, race, etc.) communities to offer pollinator-related outings (e.g. collaborate with Outings and Youth committees to organize a field trip to a WayStation, organic farm, restored prairie, etc).
- We have a unique opportunity to work with Mexican immigrant communities highlighting the migration of people and monarchs between our two countries.