

# LEAD A NATURE SERVICE PROJECT

PROTECT MONARCH BUTTERFLIES BY RAISING AWARENESS AND BECOMING A BUTTERFLY HERO



PASSION

ANIMALS



ISSUE

ENDANGERED SPECIES



STRATEGY

AWARENESS

DID YOU KNOW?

Monarch populations in the eastern U.S. have dropped by as much as 90% over the past 20 years because their habitat is disappearing or is being degraded. You can help monarch butterfly populations thrive by encouraging the creation of new habitats for them.

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## LEARN MORE ABOUT BECOMING A NATIONAL WILDLIFE FEDERATION BUTTERFLY HERO

- ★ Visit [www.nwf.org/butterflyheroes](http://www.nwf.org/butterflyheroes) to learn more about monarch butterflies and how to become a Butterfly Hero.
- ★ Start planning your own butterfly garden.
- ★ Plan to take the National Wildlife Federation Butterfly Hero pledge in the spring.



2

## RECRUIT PEOPLE TO HELP YOU RAISE AWARENESS

- ★ Invite friends and family who are passionate about animals and the environment to help you work on your butterfly garden.
- ★ Share with them about why protecting monarch butterflies is important to the environment and to you.
- ★ Partner with a local community garden, nature center, or your local parks department about putting together a butterfly awareness event.
- ★ Take pictures and videos of the steps you and your team took to create a butterfly garden and share them.



3

## CREATE AND PROMOTE YOUR BUTTERFLY EVENT

- ★ Give your event a fun name and decide how you will advertise it (by hanging up flyers, asking a parent to reach out to their friends, etc). What other ideas do you have?
- ★ Create a challenge to see who on your team can recruit the most people to the event.
- ★ Have a simple website for people to RSVP to your butterfly event.



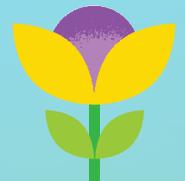
BONUS TIP

Ask a local business (like a garden center) to donate native seeds to give away at your event and spread the word.

4

## HOLD YOUR BUTTERFLY AWARENESS EVENT

- ★ Have a short training about monarch butterflies and why protecting them is important to the local environment.
- ★ Offer butterfly-inspired activities, such as crafts, a walk through a pollinator garden, etc.
- ★ Give attendees a starter kit to create their very own butterfly garden, so they can be Butterfly Heroes, too!



5

## REFLECT ON YOUR WORK AND SAY THANK YOU

- ★ Reflect with your friends and family on how it felt to plant a garden for butterflies and raise awareness.
- ★ Don't forget to thank all the people who helped you. A spoken thank you is good, but a written thank you is even better!

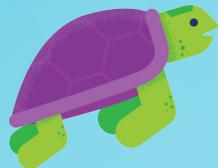




# EXAMPLES OF DISNEY SUMMER OF SERVICE GRANTEES USING THEIR LOVE FOR NATURE TO IMPROVE THEIR COMMUNITIES

## CLOE, AGE 6

Cloe organized **Sea Turtles are Big to Us**. She sold lemonade to raise money for educational materials that inform all age groups about this protected species. She regularly patrolled the beaches to look for litter and ensure that turtles could nest safely.



## JOSE, AGE 6

Jose built a roadside rain garden that doubled as a pollinator garden. This garden acted as a sponge to absorb rain and slowly release it into the groundwater. The garden also included fruit trees with fruit that the public could freely pick and eat.



## MICHAEL, AGE 12



Michael started the **Recycling and Eco Club** at his school. Concerned about the increasing burden on landfills and the effects of trash on marine life, Michael started a recycling program for the school and educated students about how to live in a less wasteful way.

## SAMMY, AGE 13

Sammy created **Cupcakes for Canines & Friends** to raise money for her local animal shelter so that more rescue dogs could find loving homes. She recruited her friends to help her put together an event, during which they collected supplies for the shelter and sold cupcakes and t-shirts to raise money.



## RACHEL, AGE 16

Rachel started **It's Easy Being Green** to raise youth awareness about climate change for her Girl Scout Gold Award. She established Earth Clubs at four elementary schools to educate students about how they could be earth stewards in their own communities. She encouraged kids to teach their parents and siblings about composting, turning off the lights when not in use, conserving water, and more.



Sammy and one of her favorite rescue dogs



**Need more ideas and inspiration?**

Visit [YSA.org/Belnspired](https://www.youthserviceamerica.org/Belnspired) for planning tools and resources.