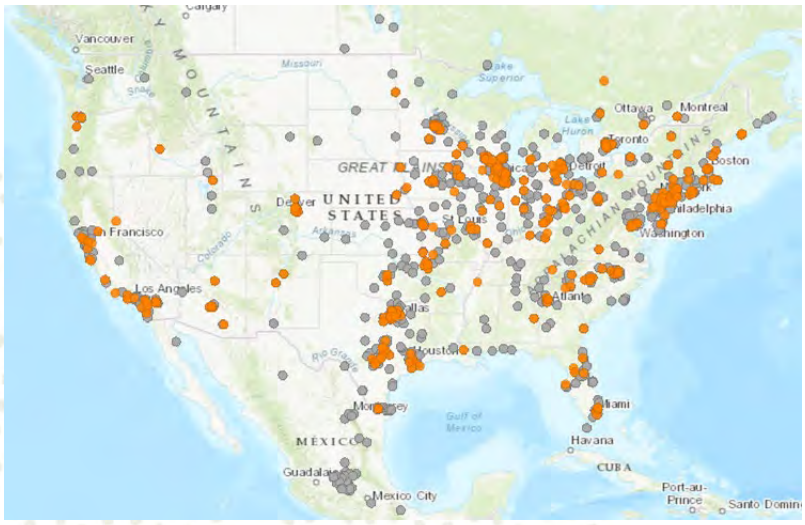
mayors' monarch pledge

Factsheet

More than 2,300 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:

Mayors' Monarch Pledge Signatories Map



Active Pledges in 2025
Pledges taken from 2015-2024

Interactive map

1. Take the Pledge and Specify Your Actions

Mayors and heads of local government pledge to restore habitat in the community and encourage residents to do the same. Read the Mayors' Monarch Pledge and then take the pledge 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 governments have taken the pledge and specified which actions the community will take over the next year, it's time to take action! Schools, non-profits, volunteers and community-based organizations play a crucial role in the success of these commitments.

Learn what other cities are doing and access best practices and other resources on the member-only Resource Center, quarterly network-wide meetings, Mayors' Monarch Pledge website, and Facebook Group.

NWF also offers regular newsletters, webinars, networking opportunities, 1:1 consultations, and social media outreach toolkits.

3. Report Progress

Once mayors and heads of local and Tribal governments have taken action, NWF asks 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 Impact

Since 2015, program participants have engaged over 16 million people and created more than 12,120 acres of habitat. Below are details about what actions mayors and heads of local government accomplished from 2015-2025:

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

854 Leaders: Hosted or supported a native seed or plant sale, giveaway or swap.

820 Leaders: Planted or maintained a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

810 Leaders: Launched or maintained a public communication effort (multilingual where appropriate for the community) to encourage residents to plant monarch gardens at their homes or in their neighborhoods.

669 Leaders: Added or maintained native milkweed and nectar producing plants in community gardens.

595 Leaders: Engaged with community garden groups and urged them to plant native milkweeds and nectar-producing plants.

CONTACT THE TEAM

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MONARCH CHAMPIONS

Carnegie, PA
Minnetonka, MN
Rochester, MI
San Antonio, TX
Woodlands Township, TX
Northbrook, IL
Glen Ellyn, IL
San Marcos, TX
Chamblee, GA
Hastings-on-Hudson, NY
Charleston, IL
Grandwich, VA
Arlington, TX
Austin, TX
Montréal, Québec
Fort Worth, TX
McAllen, TX
Saltillo, Coahuila

SELECT LEADERSHIP CIRCLE CITIES

Los Angeles, CA
Denver, CO
Black Mountain, NC
Flagstaff, AZ
Houston, TX
Madison, WI
Orlando, FL
Oklahoma City, OK
Evanston, IL

Inspiring Stories

McKinney, TX

McKinney leverages the Mayors' Monarch Pledge as both a conservation framework and an equity tool, intentionally centering outreach in historically underserved areas by placing demonstration gardens and educational signage in East McKinney, an area with deep cultural significance and diverse community representation. They also partner with community-based organizations, youth groups, and schools to reduce barriers to participation through free programming and accessible education.

Madison, WI

In 2025, Madison planted 11,145 native plugs, 626 native trees, 176 native shrubs, and converted 21 acres to tallgrass prairie. Additionally, they performed prescribed burns on 450 acres, removed invasive shrubs from 50 acres, and enacted targeted ecological restoration work on 472 acres. Madison collected 144 species of seed including four species of milkweed, totaling 291 pounds of native seed! Twelve new rain gardens were installed and many more sites were supplemented with native plants.

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