

# 2021 POLLINATOR WEEK TOOLKIT

Celebrate with us June 21st - 27th, 2021!

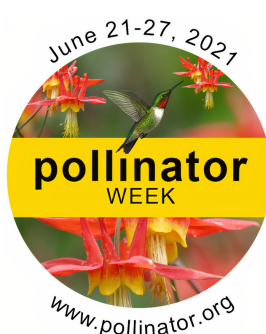


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Pollinator Week was initiated and is managed by Pollinator Partnership.

# Welcome to the Official 2021 Pollinator Week Toolkit!

National Pollinator Week is an annual event celebrated internationally in support of pollinator health. It's a time to celebrate pollinators and spread the word about what we can do to protect them. Utilize these resources to help you celebrate and promote your involvement in this year's #PollinatorWeek (June 21-27, 2021). Additional information can be found at [www.pollinator.org/pollinator-week](http://www.pollinator.org/pollinator-week) or by contacting Pollinator Partnership at [info@pollinator.org](mailto:info@pollinator.org).



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# ABOUT NATIONAL POLLINATOR WEEK



## HISTORY AND PURPOSE

Pollinator Week was initiated and is managed by Pollinator Partnership, and fourteen years ago the U.S. Senate's unanimous approval and designation of a week in June as "National Pollinator Week" marked a necessary step toward addressing the urgent issue of declining pollinator populations. Pollinator Week has now grown into an international celebration, promoting the valuable ecosystem services provided by bees, birds, butterflies, bats and beetles.

While this year might not be a typical Pollinator Week due to the COVID-19 pandemic, people across the planet have pledged to continue promoting pollinator health and well-being through socially distant and responsible events. Through the numerous virtual gatherings, webinars, responsible planting sessions, socially distant garden and farm walks, and monument lightings, Pollinator Week 2021 is geared to be the busiest and best one yet!

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# ACTIVITY IDEAS

## WAYS TO CELEBRATE:

- Encourage your Governor to sign a proclamation\*
- Display pollinator artwork and outreach materials in your office lobby
- Begin your own or join a social media campaign
- Highlight Pollinator Week in a newsletter, blog, or magazine
- Sponsor Pollinator Week\*
- Host a pollinator-themed meal or mixer\*
- Host a pollinator planting day at your school, office, local park, or library
- Build native bee houses\*
- Share your garden story in My Pollinators – My Story!\*
- Request a local establishment or building light up for Pollinator Week (For example: Light up City Hall in Yellow and Orange)\*
- Plant habitat in your backyard using native plants (use our [Planting Guides](#) and [Garden Recipe Cards](#))
- Host a nature walk or pollinator expert lecture
- Screen a pollinator film\*
- Host a pollinator festival or native plant sale
- Host an educational event at a local library

**\*See additional resources for more information!**



**Be sure to post all local public events, private events, and My Pollinator, My Story! events to our Pollinator Week [website](#)!**



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# YOUTH EDUCATION

## THESE ACTIVITIES CAN BE DONE AT HOME!

### Pollinator Partnership Learning Center

[www.pollinator.org/learning-center/education](http://www.pollinator.org/learning-center/education)

Looking for curriculum, educational tools, activities, and fun facts about monarchs, gardening, and other pollinators? We've got a whole list of resources to help you put together a fun day of learning for your students!

### Bee Smart School Garden Kit

[www.pollinator.org/bee-smart](http://www.pollinator.org/bee-smart)

Cultivate learning about monarchs and other pollinators by creating your own garden learning area! The Bee Smart School Garden Kit includes 10 lesson plans, worksheets, tests, and materials for the included activities. This kit is perfect for school administrators, educators, teachers, garden coordinators, and parents for use with students in grades 3 to 6. Kits options vary and cost for the kit can be found on P2's website.

### Get Active! Pollinator Activities

[www.pollinator.org/bee-smart#fun](http://www.pollinator.org/bee-smart#fun)

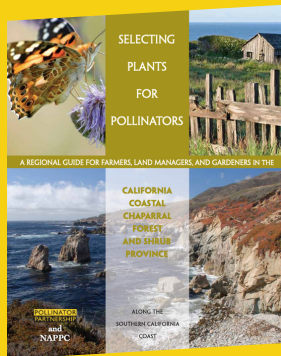
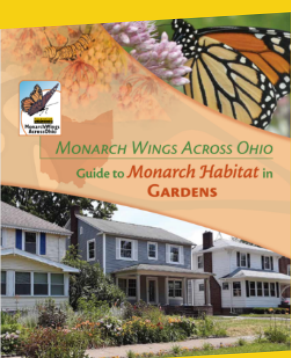
Discover fun ways kids can learn about the importance of pollinators!

Resources here include: bloom bingo, crossword puzzles, word problems, pollinator cookbook, and more.



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# TEENS AND ADULTS



## Pollinator Partnership Video Learning Center

[www.pollinator.org/webinars](http://www.pollinator.org/webinars)

Visit P2's video learning center to access webinars across a range of topics from monarch conservation to native bees.

## Monarch Habitat Restoration and Management Webinar Series

[www.pollinator.org/mwaebf/webinars](http://www.pollinator.org/mwaebf/webinars)

Want to learn more about monarch biology and ecology? How about best management practices for monarch habitat planning, preparation, and management? If so, this series has you covered! Each video is only 20-30 minutes and will give you the tools and knowledge to enhance your habitat for this imperiled species.

## Project Wingspan

[www.pollinator.org/wingspan](http://www.pollinator.org/wingspan)

Looking for a hands-on project where teens and adults can help monarchs and other pollinators? Become part of Project Wingspan! This effort is active across AR, IL, IN, MI, MN, OH, PA, and WI and you can learn more about our project and become a trained volunteer by visiting our website.

## Eco-regional Planting Guides

[www.pollinator.org/guides](http://www.pollinator.org/guides)

Stuck inside? This is the perfect time to plan how you can enhance your garden or landscaping for monarchs in 2021 and beyond! These guides provide not only regional plant recommendations, but also information and best management practices on planning, preparing, and maintaining your pollinator habitat.

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# SOCIAL MEDIA



**Use #pollinatorweek for all Social Media posts regarding 2021 Pollinator Week events, activities, and resources! Mention Pollinator Partnership on Facebook, Twitter, Instagram, and LinkedIn for a chance to get your post shared on our pages!**



## MEDIA TEMPLATES

FEEL FREE TO USE OR MODIFY!



“ It’s #pollinatorweek! #DYK that pollinators like bees, butterflies, and bats, provide 1 out of 3 bites of food we eat? Say thanks by planting native plants, supporting local farmers, and educating others about the importance of pollinators! ”

“ This #pollinatorweek, share photos of your pollinator habitat for a chance to get featured on the #mypollinatormystory photo gallery at [www.pollinator.org/mypollinatormystory](http://www.pollinator.org/mypollinatormystory). ”

“ About 75% of all flowering plant species need animal pollinators for reproduction. As a result, pollinators contribute to ecosystem health and a sustainable food supply. Celebrate them this #pollinatorweek! ”

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# GRAPHICS AND PHOTOS



## GRAPHICS

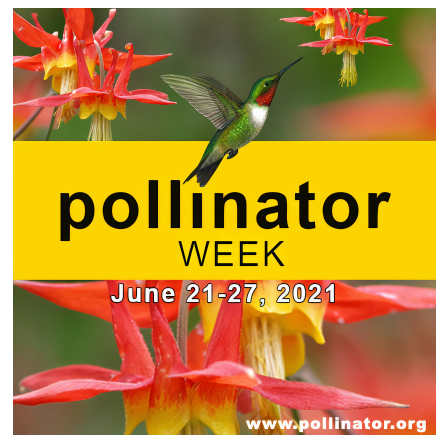
Official Pollinator Week Graphics can be downloaded at: [www.pollinator.org/pollinator-week/pollinator-week-resources](http://www.pollinator.org/pollinator-week/pollinator-week-resources).

Pair these graphics with one of the sample posts found in the previous section and direct your audience back to [www.pollinator.org](http://www.pollinator.org)!

## PHOTOS

Please share your photos of all Pollinator Week events using #pollinatorweek.

You can share photos directly to [info@pollinator.org](mailto:info@pollinator.org) with consent that Pollinator Partnership can use the images for promotional purposes. Please provide photo credit, date, and location!



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# SWAG



## POLLINATORS AND AGRICULTURE POSTER

The 2021 poster features an artistic depiction of the harmony that can be achieved when agricultural landscapes embrace pollinator-friendly management practices. Order at [www.pollinator.org/poster-2021](http://www.pollinator.org/poster-2021).

## POLLINATOR WEEK COMMEMORATIVE T-SHIRTS

A limited edition t-shirt has been commissioned to help celebrate Pollinator Week 2021! Campaign will run April 1-22, 2021, and shirts will arrive before Pollinator Week.

To order a commemorative shirt (the proceeds of which support pollinator conservation efforts), visit [www.bonfire.com/pollinator-week-2021](http://www.bonfire.com/pollinator-week-2021).



## BROCHURES, BOOKS, AND MORE!

Looking for a brochure to display on various pollinator topics? Looking to learn more about pollinator basics? Order informational brochures, books, and pamphlets at [www.pollinator.org/shop](http://www.pollinator.org/shop).

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# ADDITIONAL RESOURCES

Visit these *clickable* links for additional ideas, resources, and updates:

- [National Pollinator Week](#)
- [Educational Materials](#)
- [Sponsorship Opportunities](#)
- [Ecoregional Planting Guides](#)
- [Post your event on the Pollinator Week map](#)
- [Request a Proclamation from your Governor](#)
- [Request a Pollinator Week Lighting](#)
- Go to our [Resources page](#) for children's activities, fun facts, and more!
- [Pollinator-Friendly Cookbook](#)
- [My Pollinators – My Story!](#)
- [The Guardians Film](#)
- [Pollinators Under Pressure](#)
- [DONATE to Pollinator Partnership](#)

Please contact Pollinator Partnership at [info@pollinator.org](mailto:info@pollinator.org) with any questions!

Visit [www.pollinator.org](http://www.pollinator.org) to learn more.



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