



BFG AMBASSADOR TOOLKIT

QUALIFYING ACTIVITIES:

- ✓ Creating a Bee Friendly Garden in a public or community space (parks, schools, libraries, etc.). Resulting gardens must be registered as a Bee Friendly Garden, have a BFG sign installed, and will be shared with the BFG member-community. Please [click here](#) for resources to help you earn this badge.
- ✓ Hosting a Bee Friendly Gardening booth or event at a local festival or farmers market. Please [click here](#) for resources to help you with your event and the form to apply for your badge. Be prepared to report your estimated reach when you apply, and ensure BFG is the primary focus of your outreach.
- ✓ Giving an educational talk or workshop to a class, garden club, or community group about pollinator conservation and the BFG program. Please [click here](#) for the presentation slide deck and the form to apply for your badge. Be prepared to report metrics surrounding your presentation when you apply.
- ✓ Leading a sustained, educational social media campaign about Bee Friendly Gardening on a public account. This option is intended for members who use social media as a tool for meaningful outreach—not one-time promotion. Campaigns should include multiple original posts or videos over time and clearly explain what Bee Friendly Gardening is, why pollinators need support, and how others can get involved. Find [guidance here](#) as well as the form to qualify for your Ambassador badge.

If your idea isn't listed but you think it has a broad public impact, we'd love to hear about it – [email us](#). Actions must include a clear promotional or educational component for the Bee Friendly Gardening program. If you're completing your Pollinator Steward Certification, please use a different activity to qualify for this badge.