



# 2025 POLLINATOR WEEK CANADA TOOLKIT

Celebrate with us June 16-22, 2025!



Pollinator Week was initiated and is managed by Pollinator Partnership.

# Welcome to the Official 2025 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 16-22, 2025). Additional information can be found at [pollinatorpartnership.ca/en/pollinator-week-canada](https://pollinatorpartnership.ca/en/pollinator-week-canada) or by contacting Pollinator Partnership Canada at [info@pollinatorpartnership.ca](mailto:info@pollinatorpartnership.ca).



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# ABOUT NATIONAL POLLINATOR WEEK



## HISTORY AND PURPOSE

Pollinator Week was initiated and is managed by Pollinator Partnership, and in 2007, 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, beetles, moths, wasps, and flies.

People across the planet have pledged to continue promoting pollinator health and well-being through their Pollinator Week events. Through the numerous virtual and in-person gatherings, webinars, planting sessions, garden and farm walks, and monument lightings, Pollinator Week 2025 is geared to be the busiest and best one yet!

# ACTIVITY IDEAS

## WAYS TO CELEBRATE:

- Encourage your Mayor 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\*
- Register your Bee Friendly Garden\*
- 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](#))
- 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 to our Pollinator Week [website!](#)**



# YOUTH EDUCATION

## THESE ACTIVITIES CAN BE DONE AT HOME!

### Pollinator Partnership Learning Center

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

[pollinator.org/bee-smart](http://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 our website.

### Get Active! Pollinator Activities

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



# TEENS AND ADULTS



## Bee City Canada

[beecitycanada.org](http://beecitycanada.org)

Bee City Canada offers programs which recognize communities and organizations that are taking steps to help pollinators. Cities, campuses, businesses, other organizations, schools, and First Nations can apply for a Bee City Canada designation!

## Pollinator Steward Certification

[pollinatorpartnership.ca/en/pollinator-steward-certification](http://pollinatorpartnership.ca/en/pollinator-steward-certification)

This unique certification program is offered only by Pollinator Partnership Canada. Certification as a Pollinator Steward demonstrates that you have a science-based understanding of pollinators and gives you the practical know-how to help them!

## Native Plant Finder

[pollinatorpartnership.ca/en/find-your-roots](http://pollinatorpartnership.ca/en/find-your-roots)

The tool is based on the lists of native plants that support pollinators from our Ecoregional Planting Guide series. Guides contain detailed information on pollinators, how to help them, and feature specific ecoregional information. Use this tool to make it easier to create customized plant lists for your region and requirements.

## Ecoregional Planting Guides

[pollinatorpartnership.ca/en/ecoregional-planting-guides](http://pollinatorpartnership.ca/en/ecoregional-planting-guides)

Stuck inside? This is the perfect time to plan how you can enhance your garden or landscaping for monarchs in 2025 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 2025 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, join me in celebrating the cultural significance of pollinators to all peoples throughout North America. ”

“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!”



# GRAPHICS AND PHOTOS



## GRAPHICS

Official Pollinator Week Graphics can be downloaded at: [pollinatorpartnership.ca/en/pollinator-week-canada](https://pollinatorpartnership.ca/en/pollinator-week-canada).

Pair these graphics with one of the sample posts found in the previous section and direct your audience back to [pollinatorpartnership.ca](https://pollinatorpartnership.ca)!



## PHOTOS

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

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



# SWAG



2025  
Poster  
Coming  
soon!

## POLLINATOR CULTURAL CONNECTIONS

This year's theme "Pollinator Cultural Connections" focuses on the vital role that pollinators play in various aspects of our lives and cultures. They are essential for producing many foods, including fruits, vegetables, spices, and nuts. Numerous cultures worldwide feature sacred passages that reference pollinators, such as bees, butterflies, and hummingbirds, highlighting their significance in spiritual contexts. Many Indigenous communities have long recognized the importance of pollinators not only for their ecological contributions but also as a foundation for cultural symbolism. This year's poster can be found at [pollinator.org/shop/posters](https://pollinator.org/shop/posters).



## 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 [pollinator.org/shop](https://pollinator.org/shop).



# ADDITIONAL RESOURCES

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

- [National Pollinator Week](#)
- [Bee City Canada](#)
- [Find Your Roots Native Plant Finder](#)
- [Pollinator Steward Certification](#)
- [Educational Materials](#)
- [Sponsorship Opportunities](#)
- [Ecoregional Planting Guides](#)
- [Agricultural Guides](#)
- [Post your event on the Pollinator Week map](#)
- [Register your Bee Friendly Garden](#)
- [Request a Pollinator Week Lighting](#)
- [Pollinator-Friendly Cookbook](#)
- [The Guardians Film](#)
- [Pollinators Under Pressure](#)
- [DONATE to Pollinator Partnership Canada](#)

Please contact Pollinator Partnership Canada at [info@pollinatorpartnership.ca](mailto:info@pollinatorpartnership.ca) with any questions!

Visit [pollinatorpartnership.ca](http://pollinatorpartnership.ca) to learn more.

