



POLLINATOR PARTNERSHIP

Protect their lives. Preserve ours.

Expand Your Impact!

Maddie Dong

madeline@pollinator.org

Pollinator.org



Maddie Dong

Program and Communications Coordinator at
Pollinator Partnership

madeline@pollinator.org

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Outline

1. Importance of Communication and Outreach
2. Tips for Effective Communication
3. Challenges and Barriers
4. Use of Social Media
5. Storytelling
6. Examples of community outreach



Goal: Use your knowledge as Certified Pollinator Stewards to effectively communicate your habitat actions to others.

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The Importance of Outreach


- Allows others to learn about your pollinator conservation efforts
- Inspires others to act
- Raises awareness about issues important to you
- Helps bring the community together

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The Elevator Pitch

- Who are the pollinators?
- Why are pollinators important?
- What problems are they facing?
- How can we help!



Pollinators are a diverse group of animals including bees, birds, and butterflies that pollinate many of our food crops and keep the landscape colorful and healthy with blooming flowers. They are unfortunately facing many factors that impact them including climate change and habitat loss. One of the best ways we can help them is by providing them with native habitat so they have an abundance of pollen and nectar to feed on.

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Gateway Bugs



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To most people, the word "pollinator" suggests bees. And though most of the world's nearly 20,000 species of bees are champion pollinators, many other animals make the reproduction of flowering plants possible. The flower offers the animal a floral reward—usually nectar or pollen—and the animal inadvertently moves the pollen within a flower or from flower to flower. This often unseen and generally underappreciated ecosystem service is responsible for the reproduction of nearly 80% of all flowering plants and brings us an estimated 1 out of every 3 bites of food we consume. You live in A World of Pollinators. Conserve and celebrate them!

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A vibrant collage of various pollinators including butterflies, a bat, a hummingbird, a squirrel, a lemur, a mouse, and a bee, all surrounding a large globe made of flowers. The globe is covered in a dense pattern of small purple and white flowers, with larger colorful flowers like red, yellow, and orange interspersed. The background is a dark, starry space. The title 'A WORLD OF POLLINATORS' is written in large, white, stylized letters across the top and left sides of the image.

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Communication Tricks



Know your audience

- Understand the demographics, needs, interests, and motivations to effectively communicate and engage with them.
- Assess the level of knowledge they already have.
- Knowing your audience helps build trust.



Avoid Doom and Gloom Messaging

- Invoke enthusiasm and optimism rather than guilt and fear
- Celebrate success and prioritize communicating the benefits of your actions (to both pollinators and people!)
- Acknowledge areas for improvement
- Not every pollinator is affected by threats in the same way
- Avoid over-generalizations

Use a Call to Action!

A call to action takes the negative scenario and motivates someone to do something about it in a positive way!



Conclude with asking your audience to participate in something



Examples

Making a donation

Volunteering with a specific organization

Contributing to a community science project

Browsing a resource

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Messaging Based in Science

- Stay specific and avoid over-generalization when possible.
- Visit an organization's website for information and facts about pollinators that is accessible, easy to read, and share with others.
- Read the latest research articles to stay up to date on pollinator science and trends.
- Attend webinars or workshops held by organizations to learn more about the conservation issues you are interested in.



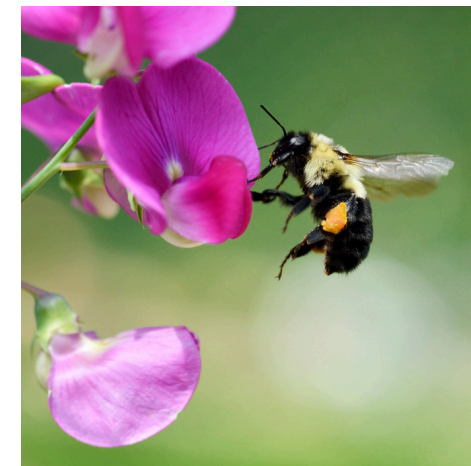
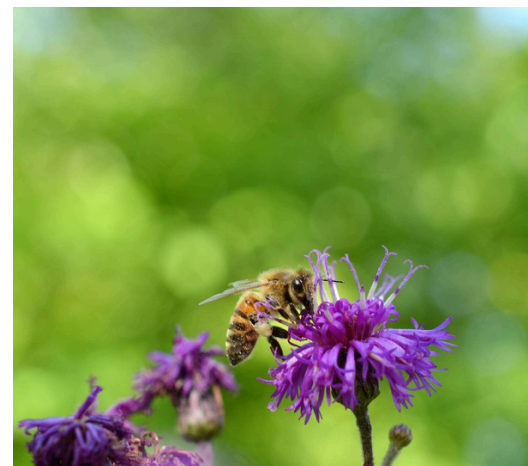
Photo by Mary Welz

Small Action, Big Difference

- Recommend small actions that anyone can participate in to help pollinators!
- **These actions can include:**
 - Planting a pollinator garden using native plants
 - Leaving the leaves in the fall for nesting bumble bees and wildlife
 - Participating in community science such as uploading pollinator and plant pictures to iNaturalist
 - Sharing educational posts about pollinators on social media
 - Donating to conservation organizations
 - Buying local produce
 - Reducing your carbon footprint by reducing consumption and using recyclable materials

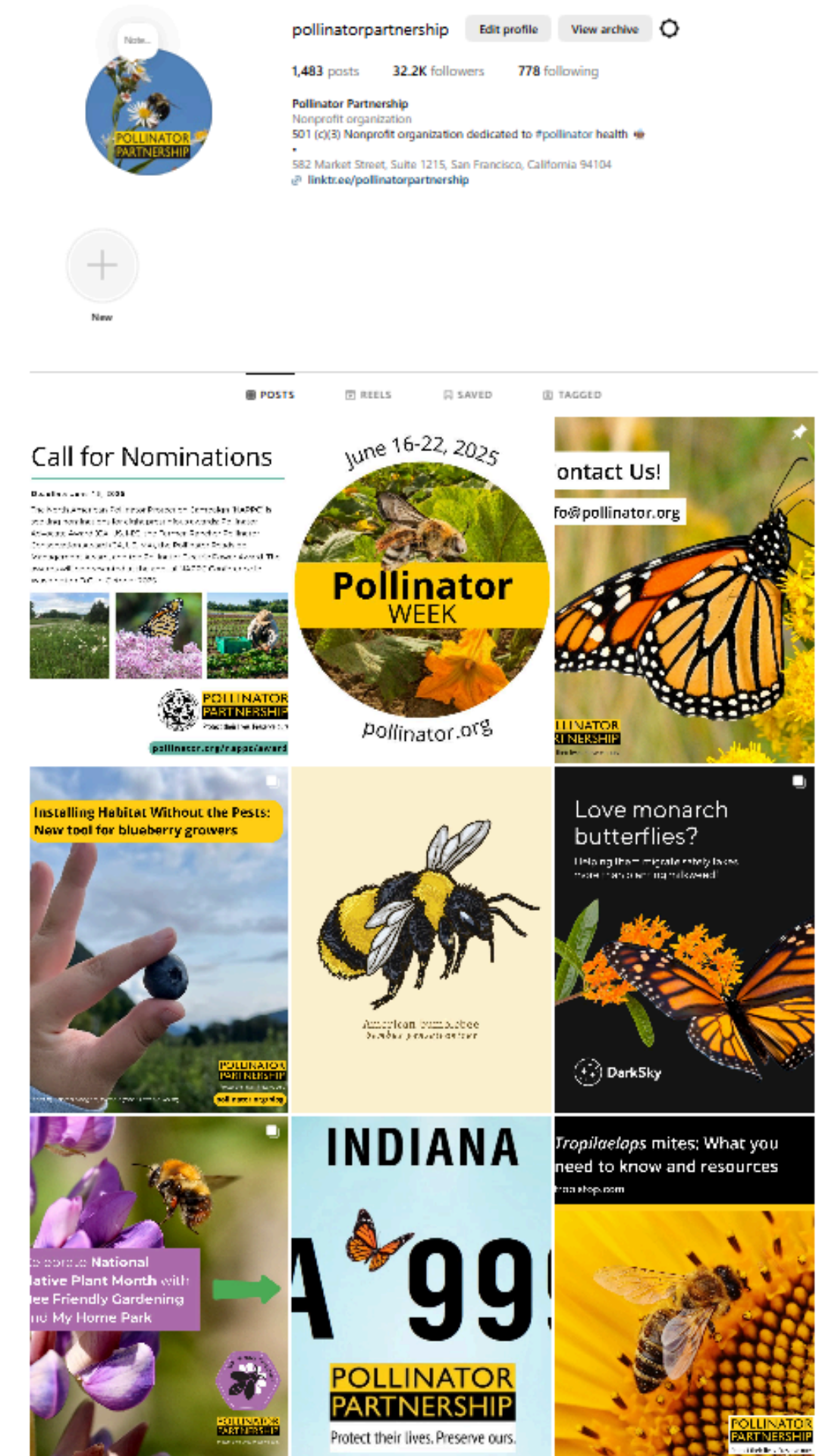
Challenges to Successful Outreach

1. Not everyone is going to agree with conservation efforts you are promoting.
2. People are passionate about pollinators and have strong opinions.
3. People don't want to get stung!
4. Not providing enough information to allow audience to follow through.



Social Media

- Creating and posting on social media accounts including Facebook, Instagram, Twitter, or LinkedIn is a great way to increase your reach to new individuals and audiences.
- Tip: Use high-res images and communicate what you are doing to benefit your local community.
- Makes it easy to collaborate with other individuals also interested in pollinator conservation.
- Allows you to easily share your pollinator knowledge with others as well as ways to get involved.



Importance of Storytelling



- Storytelling on is a way to share your experiences. Our brains are hardwired to follow a narrative. The audience wants to know the outcome of a dilemma because they have a gap in their knowledge, and our job is to fill that gap.
- They usually have an emotional element: we care about the protagonist (pollinators and people) and want to know what will happen to them as a result of our actions.

Example: Tropi-STOP

Tropilaelaps
A Growing Threat to Honey Bees

WHAT YOU
NEED TO KNOW

 © 2014 Project Apis m.



 **What is Tropilaelaps [Tro-pil-lay-laps]?**

Tropilaelaps (or Tropi) mites are a growing concern for beekeepers in North America. There are four recognized species of *Tropilaelaps*, which are all originally parasites of Asian honey bees. Among these mites, *Tropilaelaps mercedesae* is the primary concern for beekeepers in North America because it has successfully switched hosts to parasitize the western honey bee and has expanded its geographical range. Its native range is in South and Southeast Asia, corresponding to its original host's range (giant honey bees, *Apis dorsata* and *Apis laboriosa*). When the western honey bee (European honey bee, *Apis mellifera*) was brought into Asia for honey production, *Tropilaelaps* quickly switched hosts and became a major pest of the western honey bee. It was believed that *Tropilaelaps* mites could not survive in areas where winter brood breaks occur due to cold weather, but it has become established in some areas where winter brood breaks are assumed to occur. **So far, *Tropilaelaps* are not known to be in North America.**

 **Impact on Honey Bees**

The life cycle of *Tropilaelaps* mites is similar to that of *Varroa* mites; they reproduce in capped brood cells in the colony, and feed primarily on the hemolymph of honey bee brood. Both mites vector viruses, such as deformed wing virus (DWV). While *Varroa* mites can feed on adult bees, it is believed the mouthparts of *Tropilaelaps* cannot penetrate the exoskeleton of an adult bee. As a result, *Tropilaelaps* mites cannot survive on adult bees for more than 2–3 days and require constant access to brood to feed and reproduce.

 Project Apis m.
Honey bee with *T. mercedesae* and *V. destructor*.
Photo by Project Apis m.

Having a shorter reproductive cycle than *Varroa*, *Tropilaelaps* mites can quickly overcome a colony if left unmanaged when brood is available. At high infestations, visual damage resembles that from *Varroa*: uncapped and cannibalized brood, dead and decaying larvae, adult bees with deformed wings, and weakened adult bee population.

tropistop.com

pollinator.org/tropistop

Topic: *Tropilaelaps* mites, a honey bee pest that is likely to make its way to North America and negatively impact honey bee colonies.

Outreach goal: Educate and prepare beekeepers for a potential pest.

Challenge: Conveying a sense of urgency without causing panic.

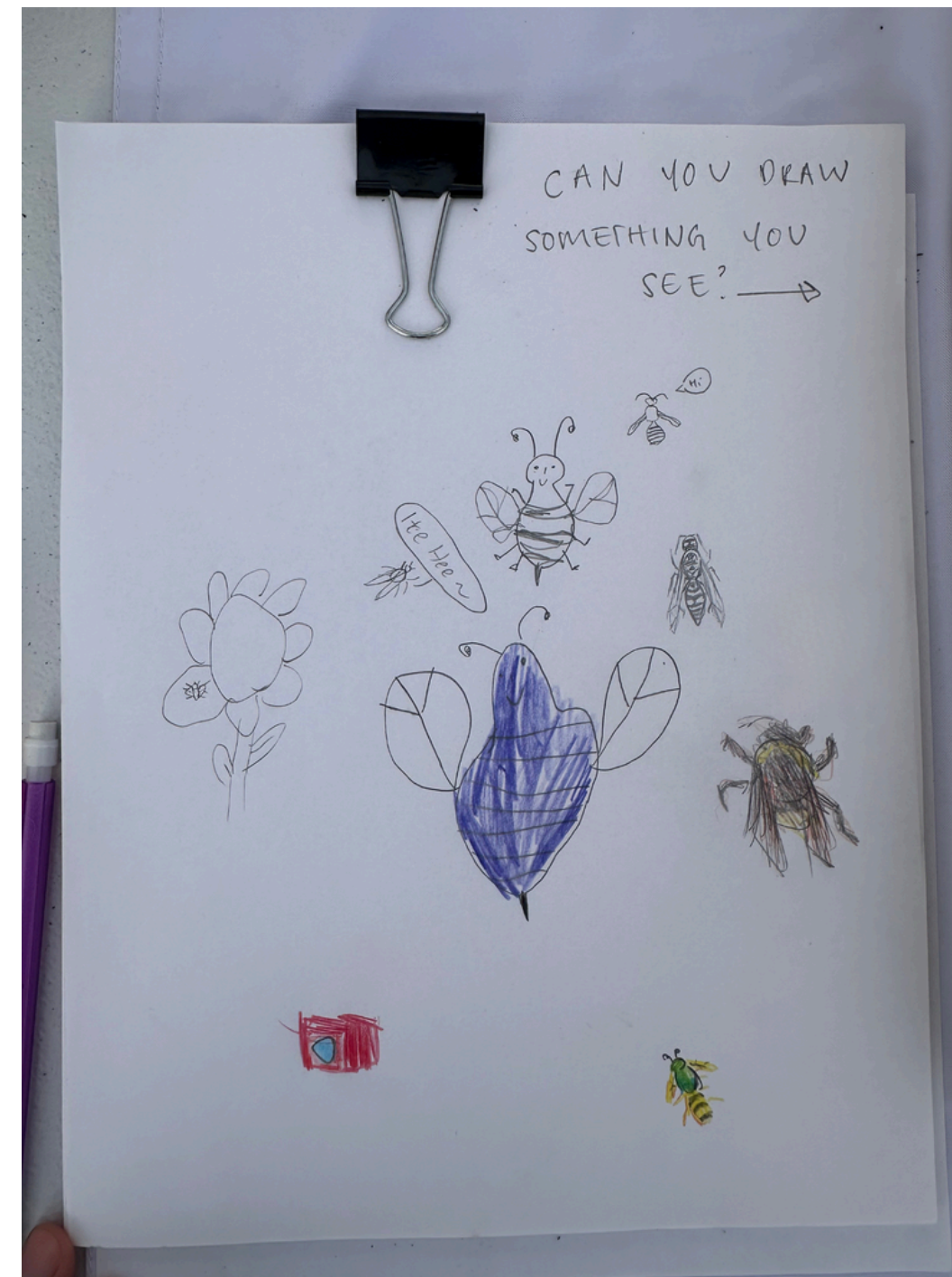
What I Found Helpful: Framing this pest as something we will tackle together. Focus on empowerment i.e. you have dealt with honey bee pests before, we can do it again. Provide ample resources and contact information to apiary inspectors and state plant regulatory officials.

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Outreach Events

- Opportunity to meet new people in person.
- Creates a connection with the members of the community.
- Engaging way for folks to learn about the conservation work taking place, and how to get involved.
- Creates friendly discussion about pollinators.
- Ask your audience what they know!
- Provide handouts/brochures/quick resources.



Hint: Provide an activity!



UC Davis Arboretum and Public Garden



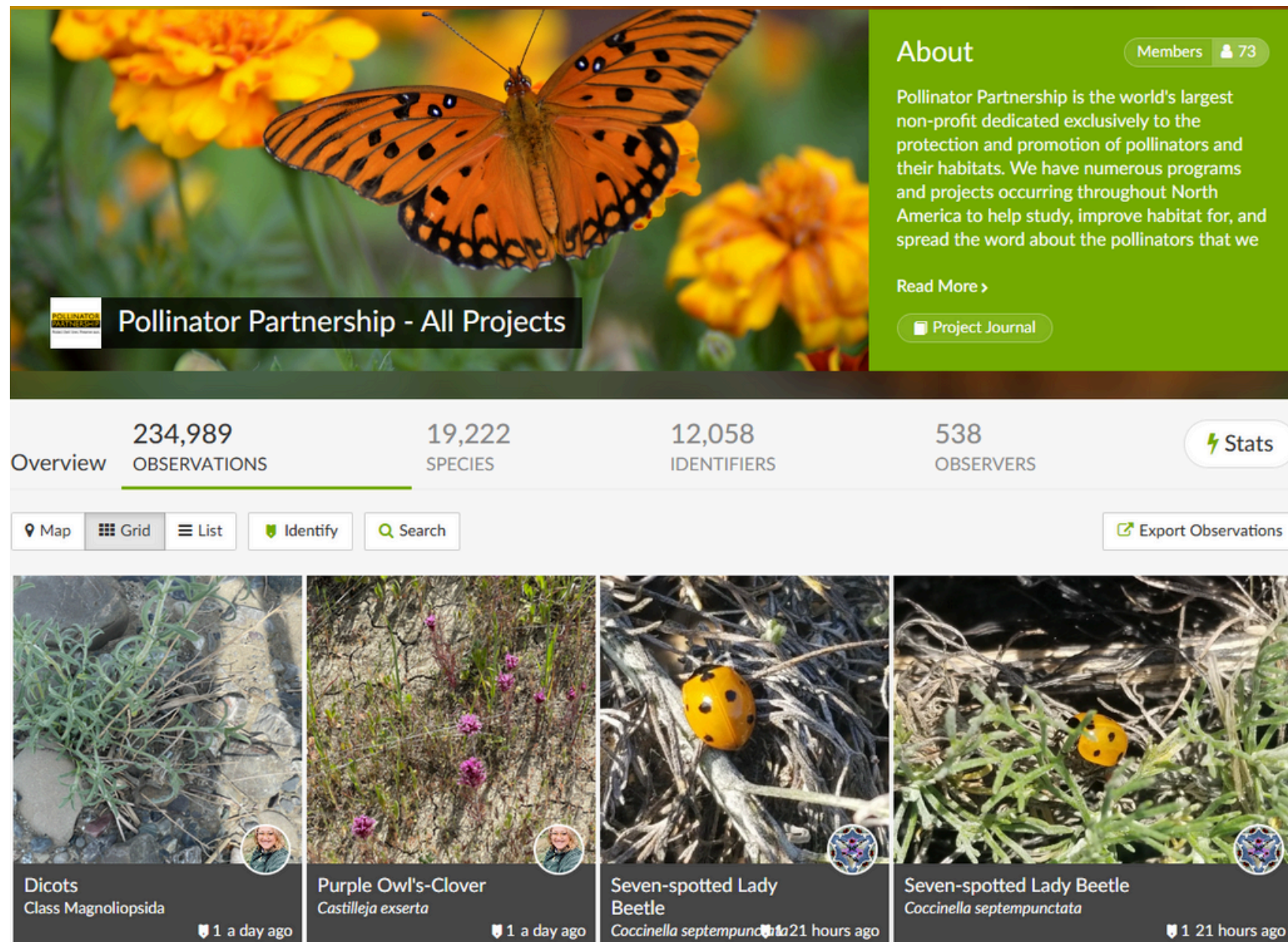
Hamilton Pollinator Paradise Project



Interpretive Signage

- Easy to install
- Educates the reader of the purpose of your landscape- signifies intent
- Base information around themes
 - Myth-busting
 - Climate-smart, xeriscaping
 - Flood mitigation

Community Science



The screenshot displays the Pollinator Partnership website interface. At the top, a banner features a monarch butterfly on a yellow flower. Below the banner, a green sidebar contains an 'About' section with text describing the organization's mission and a 'Project Journal' link. The main content area shows a summary of project statistics: 234,989 observations, 19,222 species, 12,058 identifiers, and 538 observers. Below this, a navigation bar includes options for Map, Grid, List, Identify, Search, and Export Observations. The bottom section displays a grid of four recent observations: Dicots (Class Magnoliopsida), Purple Owl's-Clover (*Castilleja exserta*), and two instances of the Seven-spotted Lady Beetle (*Coccinella septempunctata*), each with a user profile picture and a timestamp.

Pollinator Partnership - All Projects

About Members 73

Pollinator Partnership is the world's largest non-profit dedicated exclusively to the protection and promotion of pollinators and their habitats. We have numerous programs and projects occurring throughout North America to help study, improve habitat for, and spread the word about the pollinators that we

[Read More >](#)

[Project Journal](#)

Overview **234,989** **19,222** **12,058** **538** [Stats](#)
OBSERVATIONS SPECIES IDENTIFIERS OBSERVERS

[Map](#) [Grid](#) [List](#) [Identify](#) [Search](#) [Export Observations](#)

Dicots
Class Magnoliopsida
1 a day ago

Purple Owl's-Clover
Castilleja exserta
1 a day ago

Seven-spotted Lady Beetle
Coccinella septempunctata
1 21 hours ago

Seven-spotted Lady Beetle
Coccinella septempunctata
1 21 hours ago

- Both a way to conduct outreach and a resource for you.
- Enable widespread participation in the scientific process.
- Empowers community members to actively contribute to research.
- Promotes a sense of ownership.

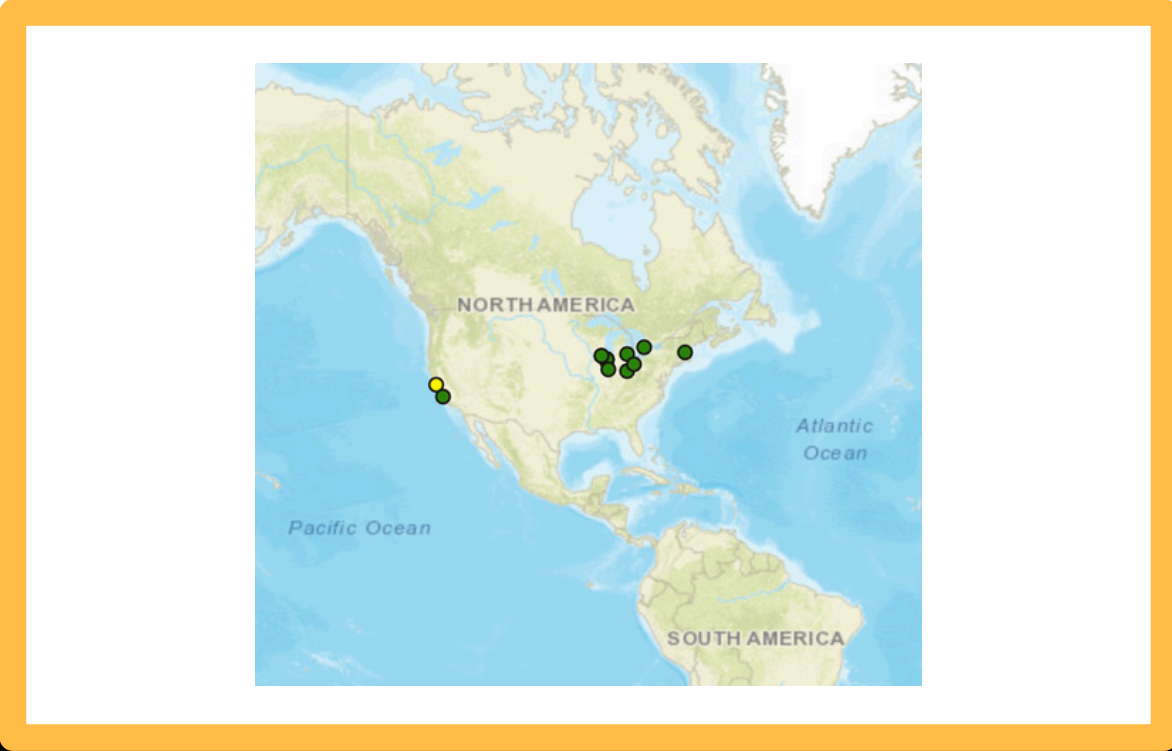


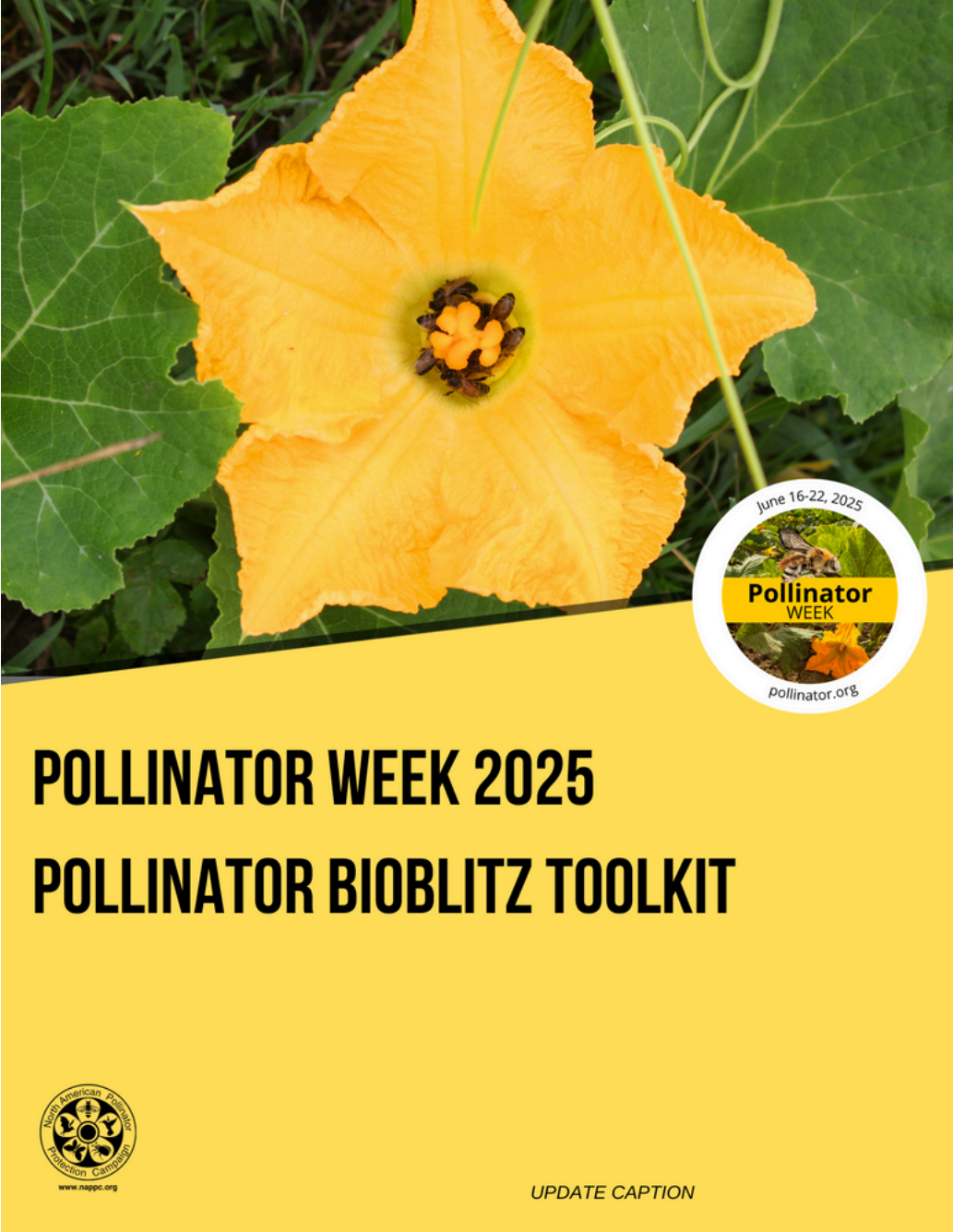
Participate in National Pollinator Week!

June 16-22, 2025



pollinator.org/pollinator-week







Pollinator WEEK

June 16-22, 2025

 Pollinator Week 2025- Pollinator Bioblitz

Jun 16, 2025 - Jun 22, 2025


About

Members 12


Pollinator Week is an annual event celebrated internationally in support of pollinator health. This community science project is hosted by the North American Pollinator Protection Campaign's (NAPPC) Pollinator Communications Taskforce. Join this project to help collect data on the distribution of

[Read More >](#)


[Project Overview](#)




Small Carpenter Bees
Genus *Ceratina* 1 4 hours ago



Patches and Allies
Genus *Chlosyne* 1 a day ago



Common Ringlet
Coenonympha californica 2 a day ago



Red Net-winged Beetle
Dictyoptera simplicipes 1 25 days ago

Over 3,000 observations in one week!

Join this year's bioblitz



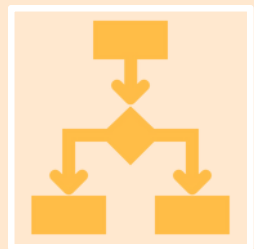
Key Takeaways



Certified Pollinator Stewards play a crucial role in disseminating knowledge for outreach and education.



Effective communication includes knowing your audience avoiding doom and gloom messaging, making a clear call to action, and providing realistic examples of actions.



Stewards should consider perspectives different from their own and aim to inspire action without imposing “right” or “wrong” judgements.



Continue the conversation by providing accessible and shareable resources to your audience.



Thank You!

Maddie Dong, Program and Communications Coordinator, Pollinator Partnership
madeline@pollinator.org