



# Marvin Mayor's Monarch Pledge Update

February 24, 2025

HOA President's Meeting

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President, Habitat Builders

# Mayor's Monarch Pledge

- NWF program: city level awareness to the plight of the Monarch
- Restore habitat in the community and encourage residents to do the same
- Complete > 3 of 30 action items, but more is better



The screenshot shows the top portion of a website. At the top right is the National Wildlife Federation logo, which includes a silhouette of a person with a dog and the text "NATIONAL WILDLIFE FEDERATION". Below this is a navigation bar with a search box, a "DONATE" button, and links for "Contact Us", "Blog", "About", "Resources", "Signatories", "Take The Pledge", "Log In", and "Home". The main content area features a large image of a monarch butterfly on a purple flower. Overlaid on the image is the text "Mayors Leading the Flight" and "A pledge to save monarchs". Below this are two buttons: "ABOUT THE PROGRAM" and "TAKE THE PLEDGE". At the bottom, there is a section titled "THE NATIONAL WILDLIFE FEDERATION'S Mayors' Monarch Pledge" with a paragraph of text describing the program's goals.

**NATIONAL WILDLIFE FEDERATION**

Search for...  **DONATE**

Mayors' Monarch Pledge

**Mayors Leading the Flight**  
A pledge to save monarchs

**ABOUT THE PROGRAM** **TAKE THE PLEDGE**

THE NATIONAL WILDLIFE FEDERATION'S  
**Mayors' Monarch Pledge**

Mayors and other heads of local and tribal government are taking action to help save the monarch butterfly, an iconic species whose eastern populations have declined by 90% and western populations by 99% in recent years. Through the National Wildlife Federation's Mayors' Monarch Pledge, U.S. cities, municipalities, and other communities are committing to create habitat for the monarch butterfly and pollinators, and to educate residents about how they can make a difference at home and in their community.

# Mayor's Monarch Pledge Action Item Examples

- Create public Monarch Support Gardens
- Invasive plant removal
- Share educational material
- Convert roadsides and vacant areas to Monarch Support Gardens
- Work with HOAs and residents to create Monarch Support Gardens
- Create a Monarch Neighborhood Challenge



The screenshot shows the website for the National Wildlife Federation's 'Mayors' Monarch Pledge'. At the top, the National Wildlife Federation logo is displayed. Below it, a navigation bar includes links for 'Contact Us', 'Blog', a search bar, and a 'DONATE' button. The main heading is 'Mayors' Monarch Pledge', with sub-navigation for 'About', 'Resources', 'Signatories', 'Take The Pledge', 'Log In', and 'Home'. The central image features a monarch butterfly on a purple flower, with the text 'Mayors Leading the Flight' and 'A pledge to save monarchs'. Two buttons, 'ABOUT THE PROGRAM' and 'TAKE THE PLEDGE', are positioned below the image. The bottom section, titled 'THE NATIONAL WILDLIFE FEDERATION'S Mayors' Monarch Pledge', contains a paragraph explaining the program's goal to help save monarch butterflies by creating habitat and educating residents.

THE NATIONAL WILDLIFE FEDERATION'S

## Mayors' Monarch Pledge

Mayors and other heads of local and tribal government are taking action to help save the monarch butterfly, an iconic species whose eastern populations have declined by 90% and western populations by 99% in recent years. Through the National Wildlife Federation's Mayors' Monarch Pledge, U.S. cities, municipalities, and other communities are committing to create habitat for the monarch butterfly and pollinators, and to educate residents about how they can make a difference at home and in their community.

# What Can Your Neighborhood Do?

- Decrease pesticide and herbicide use
- Plant native plants, especially Milkweed
- Add Milkweed and native plants to the HOA Common Areas
- Residents can purchase a Monarch Garden



# Garden Options for Residents (and HOAs)

- <https://www.myhomepark.com/marvin-mayors-monarch-pledge-sale>
- Four Gardens to choose from
- Purchase any garden
- Use SAVEMONARCHS for an extra 10% off



# Plant Sale!

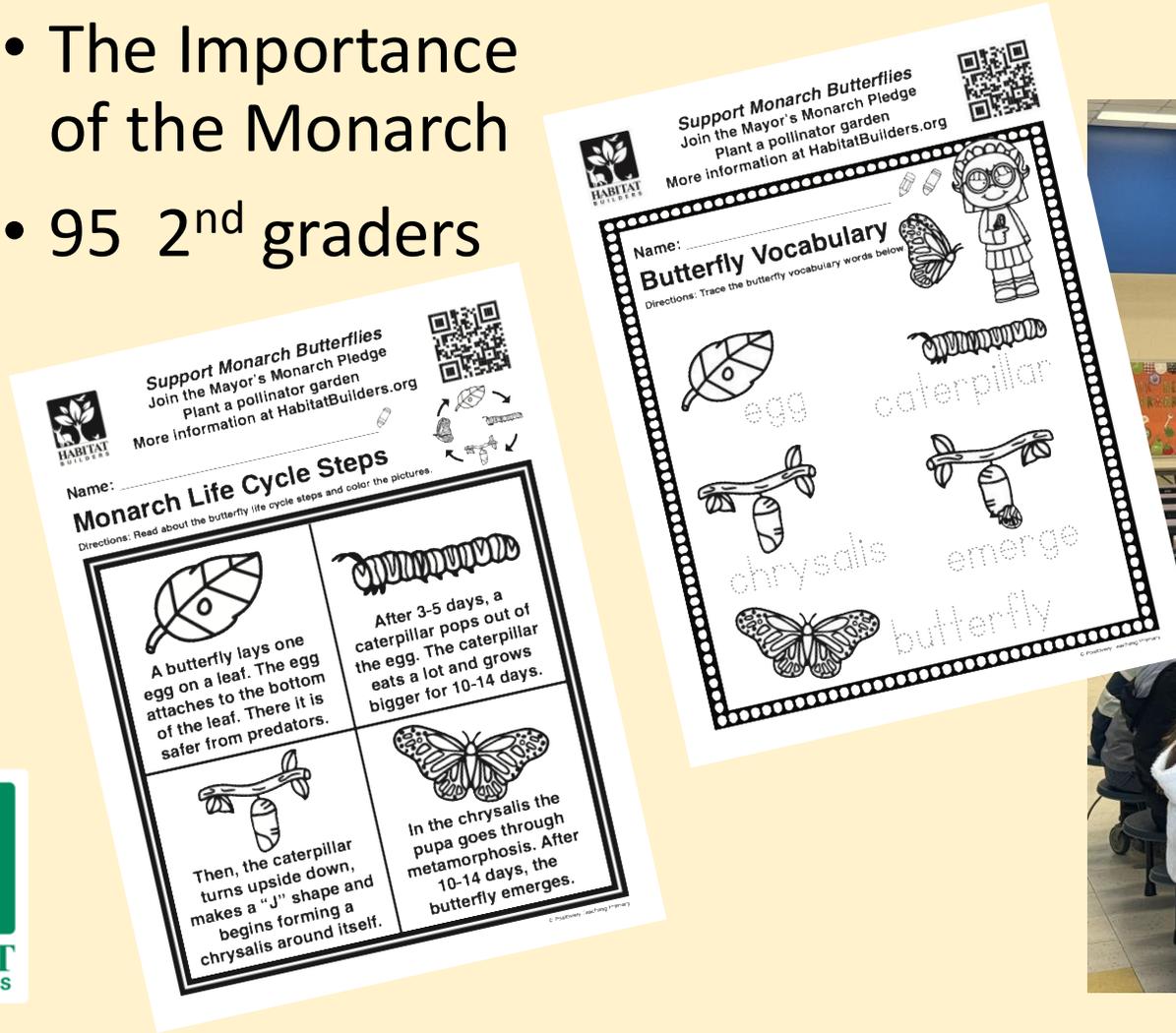
## Order a Monarch Garden

at [HabitatBuilders.org](https://HabitatBuilders.org)



# Marvin Elementary 2/10

- The Importance of the Monarch
- 95 2<sup>nd</sup> graders



# Social Media

- Marvin FB, IG and Newsletters
- Habitat Builders FB, IG and Newsletters
- UC Master Gardener reposts



🦋 **Butterflies LOVE FLOWERS!** 🦋

Habitat Builders has partnered with the Village of Marvin for the Mayor's Monarch Pledge. By planting Butterfly Gardens, we help restore habitat in the community and encourage residents to do the same. We are proud to support these efforts to help pollinator gardens grow and thrive in our communities around western Union County.

## Purchase Your Garden Today

In partnership with **My Home Park**, we are offering a curated selection of native plants and ready-to-plant pollinator gardens designed specifically to support monarch butterflies and other essential pollinators around Union County, NC.

Explore our **Marvin Monarch Garden and Plant Collections** and start your own pollinator haven. Together, we can make a difference for butterflies—and a model of community action for pollinator conservation.

HERE IS A GIFT FOR YOU

**10% OFF**

Use code **SAVEMONARCHS** at checkout to redeem.  
Good through March 22, 2026

**Purchase Your Native Garden**

🌻 **Sample Gardens** 🌻



MARVIN, NC

FEBRUARY 20, 2026



The Most Important Thing to Consider Before You Plant a Pollinator Garden by Kristyna Culp of Habitat Builders

Dreaming about butterflies is a wonderful pastime. Are you thinking about planting a pollinator garden to attract more butterflies and other pollinators to your yard? There is one very important consideration before you plant. The most important decision you can make for a successful pollinator garden is (drum roll please) **LOCATION**.

### Location location location

It's true in real estate and it's true in gardening. Before you design your garden or purchase plants you must find a good location. A sunny location is the most important requirement for a successful pollinator garden and the minimum amount required is 6 hours of full sun every day. Nearly all flowering plants love sun and generally more is better. Adequate sun creates stronger stems, more flowers and more pollinator visits.

### Sun and Soil

Find a sunny location, make sure it will remain sunny once the trees re-leaf, and then study the soil. Is it loose? Compacted? Brown? Red/Orange? Yellow? Rocky? Sandy? Wet? Dry? Many of these characteristics are not easily changed, but the good news: most native pollinator plants don't thrive in rich soil and most do not need added fertilizer. So find a great location and order your pollinator garden from My Home Park (link at the end!)

In the next newsletter, we will discuss how to get your beautiful, sunny location ready to plant!



If you would like more information about pollinator support plants or getting your garden area ready to plant, please contact us at [info@habitatbuilders.org](mailto:info@habitatbuilders.org).

*Habitat Builders is a local chapter of the NC Wildlife Federation, with a mission to "educate and engage our community about the importance and benefits of restoring, protecting and conserving our wildlife and natural habitat."*

**Did You Know?**

**MARVIN MAYOR'S MONARCH PLEDGE**

Metamorphosis: Monarch eggs take 3–5 days to hatch. Caterpillars eat for 10–14 days before becoming a chrysalis. Adult Monarchs emerge after 10–14 days and live for 2–6 weeks.

**Marvin Mayor's Monarch Pledge**

**Plants for Adult Monarchs**

Solidago (Goldenrod)	Symphyotrichum spp. (Aster)	Liatris
Monarda spp. (Bee Balm)	Conoclinium coelestinum (Blue Mist Flower)	Echinacea purpurea (Purple Coneflower)
Native Milkweed ex. Asclepias tuberosa	Vernonia spp. (Ironweed)	Gallardia spp. (Blanket-flower)

**Marvin Mayor's Monarch Pledge**

**Available Now!**  
Discount valid through March 22

Support the Marvin Mayor's Monarch Pledge by planting your own pollinator garden!  
Use Coupon Code **SAVEMONARCHS** for a 10% Discount!

**My Home Park**

[www.myhomepark.com/marvin-mayors-monarch-pledge-sale](http://www.myhomepark.com/marvin-mayors-monarch-pledge-sale)

# Habitat Builders Website

- <https://www.habitatbuilders.org/marvin-initiatives>
- Click the orange butterfly on the home page



The screenshot shows the website's navigation bar with the Habitat Builders logo and links for Home, Calendar, About, Volunteer, and Resources. The main heading is "Marvin Initiatives: The Mayor's Monarch Pledge and Tree City USA Status". Below this, a paragraph states that Habitat Builders is partnering with The Village of Marvin on two programs: The Mayor's Monarch Pledge and becoming a Tree City. A central graphic features the text "Marvin Mayor's Monarch Pledge" next to a monarch butterfly. A bulleted list details the program's components, including educational programs at Marvin Elementary School, enhancing a public pollinator garden at Marvin Etird Park, adding butterfly gardens to Village Hall, and offering Monarch-focused gardens to residents. The page also includes a call to action to purchase a Butterfly Garden from My Home Park with a 10% discount using the code SAVEMONARCHS, and a link to contact them. At the bottom, there is a photo of a butterfly garden and a circular logo for the Marvin Mayor's Monarch Pledge, along with a graphic that says "Butterflies LOVE Flowers".

Home Calendar About Volunteer Resources

## Marvin Initiatives: The Mayor's Monarch Pledge and Tree City USA Status

Habitat Builders is partnering with The Village of Marvin on two exciting programs: The Mayor's Monarch Pledge and becoming a Tree City. Both programs focus attention, time and money on beautifying the Village and supporting wildlife in the area.

*Marvin Mayor's Monarch Pledge*

The Marvin Mayor's Monarch Pledge was signed on December 9, 2025. This program includes:

- Sharing educational information about Monarch butterflies via social media and newsletters,
- Educational program(s) at Marvin Elementary School
- Enhancing our public pollinator garden at Marvin Etird Park,
- Adding a butterfly garden to the new Park at Village Hall,
- Adding pollinator gardens to various HOA common areas, and
- Offering residents Monarch focused gardens created just for our area.

Interested in purchasing a Butterfly Garden for your yard?  
Order a Monarch Garden from My Home Park [here](#). Make sure to use the coupon code SAVEMONARCHS for an extra 10% off.

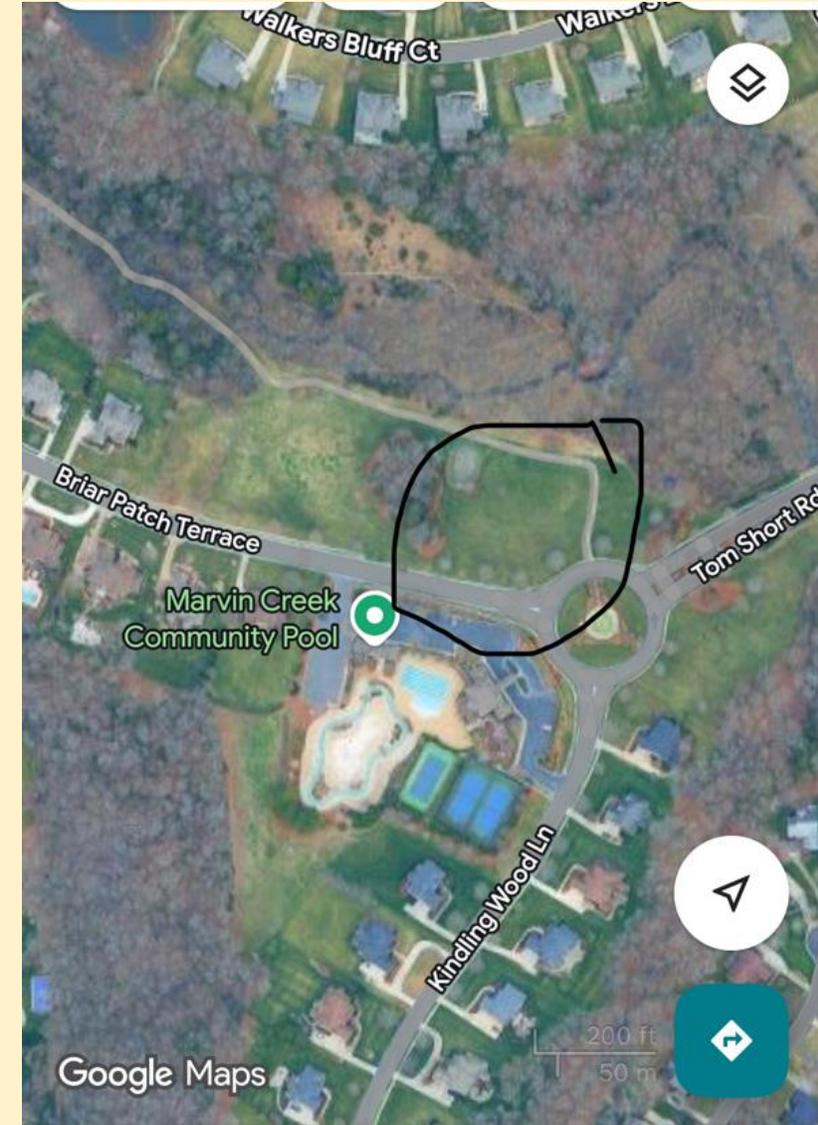
Questions? Contact us [here](#)

Pick up a sticker at Village Hall

Butterflies LOVE Flowers

# HOA Common Area Projects in the Works

- Wyndham Hall
  - 2 pollinator gardens 100 sq ft in the front berm
- Marvin Creek
  - Turn turf into wooded area and pollinator meadow



# Public Parks

- New Village Hall Park
  - Butterfly Garden ~220
  - Rain Garden ~500
- Marvin Efirid Park
  - Adding new seeded meadow
  - 3/1 Invasive Plant Removal Event
  - 3/8, 3/14 Pollinator Park Clean Up Days
  - My Home Park Trial Garden



# How Can You Help?

## We need your support

- Share your thoughts and ideas
- Share this information with your neighborhood (we will send an email with details and links)
- Build a Monarch Support Garden!



