

HOW DO I PROTECT BIRDS?

Supported by Audubon's Coleman and Susan Burke Center for Native Plants

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Campaign for Native Plants!

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Native plants provide birds with essential food and shelter and are also better for people and the environment. There are three ways to promote native plants where you live. Each requires different levels of commitment. The path you choose will depend on whether you want recognition for native plants from an individual, from a broader constituency, or wish to secure permanent requirements for the use of native plants in your community.

You want to...

Educate and raise public awareness about the importance of native plants?

This is an official announcement issued

Use a...

ROCLAMATION

by a government official.

You want to...

Secure broader legislative support for your native plant campaign?

Use a...

ESOLUTION

This is a formal statement of a temporary or special nature issued by a government body.



You want to... Create uniform, enforceable native plants rules?

Use an...

RDINANCE

This is a permanent law passed by local or state legislators.



WHEREAS, native plants provide food and shelter to birds, insects, and other wildlife, support hundreds of species of resident and migratory birds, many of which are species of concern and increasingly threatened by climate change; and

WHEREAS, [your state's] native plants are indigenous to the region, and have adapted and evolved over many years to flourish in the unique geography, hydrology, and microclimates of our state; and

WHEREAS, native plants are more drought resistant, use less water, reduce heating effects and energy demands, minimize the use of fertilizers and pesticides which improves the quality of storm water runoff and climate resiliency in [your state]; and

WHEREAS, the state's Native American residents lived and thrived with knowledge of native plants, which provided generations with food, clothing, dyes, tools, medicines and fuels;

NOW, THEREFORE, I, [your Governor], Governor of [your state], do hereby proclaim [month] as "NATIVE PLANT MONTH" in [your state], and commend its observance to all citizens.

We want to pass Native Plant PROs in our local community or state. What should we do?

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Build Your Native Plant Coalition

There is strength in numbers

If you combine your resources with other people and groups, you can gain more influence and power than if you go it alone. Reach out to faith-based organizations, environmental justice groups, health organizations, businesses, residents, native plant societies, city planners, legislators, Audubon state offices, and volunteers.

Identify Your Decision-Makers and Who or What Influences Their Decisions

- Governor
- State Legislator
- Mayor
- City Council
- City Board
- Board of
- Commissioners
- Town Council
- Others

- Influencers:
- personal, financial, public, VIP
- You can save time and build a broader coalition if you reach out to others for native plant and PRO facts and data.

Contact: • Librarians • PRO Experts

- Attorneys Staff of Elected Officials
- Researchers/Academics National
- Audubon Society Other Advocates

Proclamations are a great first step in building support for resolutions and ordinances

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What will our Native Plant coalition do?

Listen to others to get ideas on how to gain support for your native plant PRO campaign

Select a local bird to be the face of your native plant PRO campaign and collect data about its conservation status

Gather data about PROs in your area and how to get them passed

Use research findings to highlight key facts about the problem and your solutions

Seek donations to fund posters, postcards,

newsletters and other expenses to support your native plant PRO campaign

Plan for ongoing recruitment and training of volunteers and coalition members

Create an elevator pitch describing what you're trying to accomplish and why

Think outside the box Not everyone has birds or native plants as their first priority but their perspective and participation can strengthen your coalition.

Advocate with others at events,

rallies, meetings, presentations, and hearings

Capitalize on opportunities to

partner with advocacy groups, on Audubon initiatives, or decisionmakers' priorities that align with your native plant PRO campaign

Draft a sample native plant proclamation, resolution, or ordinance to share with your elected official



Don't wait until you're deep in the process before contacting officials

Reach Out to the Public

You can raise awareness of your native plant PRO campaign and gain support by...

- Highlighting stories about local impacts on local birds
- Using hopeful messages

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- Limiting the use of scientific jargon
- Reaching out to the media
- Sharing materials at presentations, meetings, local events, and with businesses
- Encouraging allies and volunteers to speak at meetings in support of your cause

For Your Meeting with Elected Officials

Rehearse your presentation ahead of time

Research recent press releases from the official's office

Plan your agenda and talking points

Use your time effectively, be early, and stay focused on your native plant PRO issue

Be courteous towards officials and staff. Don't be confrontational; rather be friendly and get to know the staff Make your request at the end of the event

Be realistic and be willing to compromise

Follow-up with a thank-you and send along any requested materials

Stay in touch and send updates and reminders

Be persistent and call or e-mail to follow up on any recent communication

Reach Out to Your Decision-Makers

Your decision-makers' views on your native plant PRO campaign will help you decide on the best means of communication to get their support. Will it be...

- Petitions
- Phone calls
- Hand-written letters
- Press conferences, public forums
- Town Hall meetings
- Business canvassing
- Letters to the Editor/Op-ed writing
- Social media platforms: e-mails, texts, blogs
- Other influencers

Decision-makers respond to compelling stories, facts, and analysis

Bring to the Meeting

- Research papers
- Chapter newsletters
- Letters of support
- Sample native plant PRO
- List of coalition members and what they have done
- Fact sheets, charts, and other visual material

How do we stay on track?

Draft a monthly timeline!

Use it to stay focused on your goals, track upcoming events, and measure your successes and challenges.

Set three priorities and one major accomplishment for each month and host weekly volunteer meetups.

Your Native Plant PRO Passed

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- Get a hard copy of the PRO that passed
- Reach out to the media to promote your native plant PRO
- Keep working to maintain your success
- Hold outreach events to raise awareness about local birds and native plants
- Send thank you notes to your decision-maker(s) for their support
- Inform National Audubon Society
 of your success
- Move to the next government level for PROs if you started at the local municipal level
- Keep working to get other PROs passed

Your Native Plant PRO Did Not Pass

- Keep up the pressure
- Identify the barriers to your success and use this information to develop a different approach
- Review your campaign steps and make changes where necessary
- Develop new ideas to gain broader support
- Build and strengthen your coalition

Keep at it!

We've hit a roadblock, what do we do?





If this happens, mobilize influencers to reach out on your behalf. Also, focus on the decision-makers who are responsive. Getting their support might encourage other holdouts to sign on. Plants for Birds works to advance the use of native plants at the federal, state, and local levels and in every backyard and windowsill in America.



Audubon Resources

Learn more about Plants for Birds by visiting **audubon.org/plantsforbirds**

Want to know which native plants are best for your local area? Check out our Plants for Birds database at **audubon.org/native-plants**

The Plants for Birds Municipal Engagement Toolkit contains a set of tools to help Audubon chapters and centers advocate for native plants at the local and state level. Log in and get the toolkit at audbn.co/32b6B03

For Bird Conservation Status:

Audubon Priority Bird List: audubon.org/birds/priority

U.S. Fish and Wildlife Service Birds of Conservation Concern: audbn.co/2J6nYY6

U.S. Geological Survey State Wildlife Action Plans: audbn.co/2xuLPdy

U.S. North American Bird Conservation Initiative State of the Birds: audbn.co/328rxo3

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