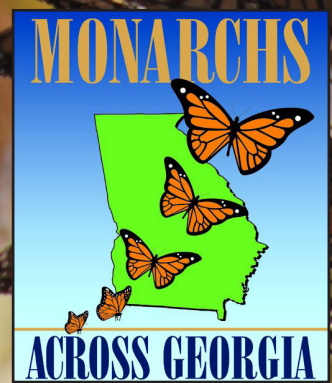


# Monarch Festival Planning: A Guide for Everyone





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Cover Photo Credit: Wendy Caldwell

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# About this Guide

The monarch butterfly is one of the most recognizable species in North America and has long been a fascination of both researchers and the general public. Their amazing migration across three countries inspired citizen scientists to tag, track and observe this endearing insect for decades. Now that monarch populations have dramatically declined and are being evaluated for listing under the [Endangered Species Act](#) (decision to be made in December 2020), even more people want to help. From citizen science to planting habitat, there is something for everyone to do. Monarchs are a charismatic insect which make them ideal for rallying around in conservation efforts. They also make a great focal point for local events and festivals that motivate people to take action.

If your organization or community is interested in holding your own monarch event or festival, this guide will help you on your way. Following this introduction is a plethora of information on how to put on a monarch- themed event (small or large) in your community. We have tried to include everything you will need, but in the event that we have missed something, we include a list of resources and people you can get in touch with from all over North America to help you fill in the blanks.

Monarch butterflies bring people together from Canada, the United States and Mexico; they can bring people together in your community too!

This document was put together by an Ad Hoc committee of Monarch Joint Venture partners and is available for public use.

## Authors:

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With input from various partners and organizations listed inside the front cover.



Amie Hammer



# Things to Consider

There are several things to consider at the onset of event planning. This list of questions and considerations will provide a quick introduction to get the planning off on the right foot. Later on, this document will provide further detail on many of these topics. These considerations may need to be weighted differently depending on the situation. For example, the desired space (or required space) may limit how big your event gets, or even when the event takes place.

## 1. With monarchs as the overall theme, what will the focus or goal of the event be?

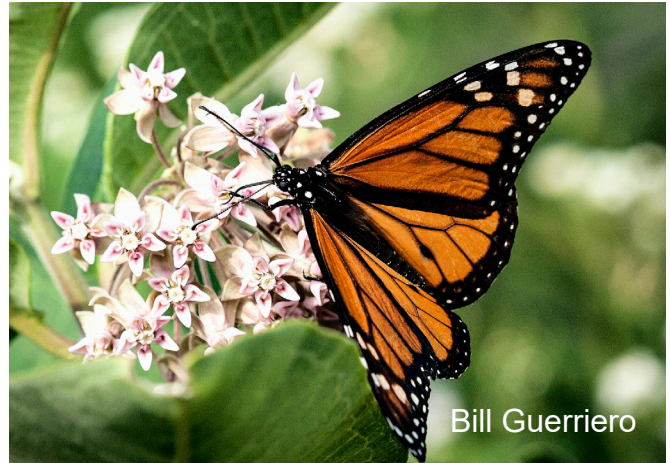
Most groups that organize monarch festivals or events are doing so to create public awareness for monarch or pollinator conservation. Monarch festivals are a great way to get people excited about monarch and habitat conservation.

Possible event focuses include (but are not limited to):

- Education/creating public awareness for a cause (in this case, monarch conservation)
- Taking action for a cause (i.e., pledge to plant milkweed, sign a petition, etc.)
- Community building

For conservation or education organizations, additional goals may be to:

- Recruit volunteers for your organization
- Fundraise for your organization
- Any combination of the above



## 2. When deciding when to hold the event, consider the following:

- Make sure you have enough time to plan all of the components that the planning team would like to include. For example, facility rentals may need to be made a year or more in advance.
- Determine if the event will coincide with a specific stage in the monarch life cycle. For example, festivals during the fall or spring can feature monarchs as they migrate. In areas near an overwintering site, the event could highlight their arrival or departure.
- Will the event be on a weeknight or weekend, and for how many hours? Choose a date(s) carefully, considering if other events occurring in the community that might conflict with the preferred date.

## 3. Questions to ask yourself when determining event location:

Here are some considerations to make when choosing a venue.

- Will the event be indoors or outdoors?
- Is the space large enough to accommodate anticipated vendors/exhibitors and participants?
- If outdoors, what is the backup plan for inclement weather?
- Is there adequate parking for cars and bikes?
- Is the site handicapped accessible?
- Does the site have power?
- Is there easy access to water?
- Are there restrooms? (if not, rent port-a-potties)
- Are there recycling and trash receptacles?
- Are there options for seating? (if not rent or borrow benches, chairs or picnic tables)

**4. How big should the event be?**

- Check the size of the venue and what the fire code capacity is.
- Set a goal for attendance (perhaps before securing a venue).
- Keep the event at a size the planning team can reasonably handle. It is better to start small and grow for the next event.
- More people require more parking areas, more bathroom facilities, more trash cans, etc. Check with the venue or city to determine code requirements for adequate facilities and waste receptacles.

**5. Will there be food or alcohol served?**

- How will this be done?
- Will you require your food vendors to use compostable products?
- Will food vendors provide their own tents? Food trucks are just one possibility.
- A beer garden or an event hosted at a brewery with a pollinator garden could provide alcohol.
- Follow all city codes or regulations of the selected venue on serving food and/or alcohol.

**6. Will there be guest speakers?**

- Keep speakers on a relevant theme.
- Speakers should be engaging for the target audience and informative on their topic.

**7. Will there be activities and/or entertainment?**

Activities are important to engage event attendees, especially children. Entertainment can include music, dancing, puppet shows - the possibilities are nearly endless. See the “Activities and Entertainment” section for more ideas.

- How many activities are needed for the size and duration of your event?
- What are age appropriate activities for the target audience?



Wendy Caldwell

**8. If this event will include vendors you should consider the following:**

- Will vendors be invited to sell goods?
- Will vendors be allowed to give away freebies?
- What will vendors be charged to participate?
- Will vendors provide their own tents or tables and chairs?
- Are there vendors that sell native milkweeds and nectar sources?
- Are vendors' goods in line with the theme or goals of the event?
- Is everyone following sales tax reporting laws?
- Are there other rules, laws or ordinances from the city, county or state to which compliance is required?
- Will vendors be included in fundraising? For example, a percentage of their sales would go directly toward a monarch conservation organization or habitat planting.



**9. Regarding admission fees, consider:**

- Admission fees may limit who will be able to attend,
- However, an admission fee can also help offset the costs of the event.
- The admission charge may be required for admittance to the hosting institution (zoo, nature center, museum, etc.), but once inside the event is free.
- If admission fees are required/needed, try to keep costs low (or as a suggested donation) so that as many people from the community will be able to attend.

**10. What should the event budget include?**

The budget will dictate many components of the event, including size, location, sponsorships (amounts and quantity), and whether or not admission charges will be needed. See the “Event Budget Planner” in Appendix A for more details.

**12. Which organizations might be appropriate as partners for the event?**

Specific organizations may differ from locale to locale, but consider these guiding questions before asking an organization to partner.

- Does this organization share the same goals and values?
- Does it have a respected reputation?
- Will it help reduce expenses?
- Does it have marketing potential?
- Would attendees be familiar with and support this organization?

All organizations involved should be committed to conservation of monarchs (or pollinators). Organizations that work with or on habitat creation, other pollinator conservation groups, interpretation groups (like Master Gardeners or Master Naturalists), and environmental groups are good places to start. Remember that your event will be associated with your partner organizations.



Katie-Lyn Bunney

# General Messaging

The Monarch Joint Venture has some key messages for communicating about monarchs to various audiences in their communications guide. Use this information to inform social media posts as well as some of the messaging during the event. Some key points are below.

## **Monarch habitat is good for other species, including humans.**

A highly diverse habitat supports wild game species, songbirds and many other valuable wildlife species. Highly diverse habitats also attract other pollinators, like bees, butterflies, and other beneficial insects.

- Conserving pollinators and their habitat has positive cascading effects leading to conservation of other animals like songbirds and mammals.

Monarch habitat provides a broad range of environmental and economic benefits, from storm-water mitigation to improved pollination services.

- Without pollinators like bees and butterflies, who pollinate our food, our diets would be severely limited. Pollinators are responsible for one out of every three bites of food we eat.
- The security and stability of our food sources and natural ecosystems are dependent on healthy pollinator populations.
- Pollinators provide pollen transfer among plants which enhances plant reproduction and growth, which in turn, helps clean the air, improve soil health, and sequester carbon.
- Pollinator habitat adds beauty to any setting with its vibrant displays of flowers and by attracting insects, birds, and other wildlife. These beautiful environments provide human health benefits and outdoor recreation opportunities as well.

The monarch butterfly is a beloved insect across the world, and is an ambassador for pollinators and conservation at large.

- Monarchs are a flagship species for pollinator conservation; their habitat is also habitat for pollinators and other wildlife.

## **Monarchs can recover, but they need help from EVERYONE.**

- Restoring the monarch population to a sustainable level is going to take an “all-hands-on deck” approach, involving people from diverse backgrounds and with access to all types of land.
- There are benefits to everyone for engaging in monarch conservation. (See Monarch habitat is good for other species, including humans messaging above.)
- Everyone can help protect the monarch migration for future generations by creating habitat, educating others, and participating in research or monitoring activities, like citizen science.
- Your habitat planting can be any size or shape. Bigger is better, but monarchs can find and use everything from a small backyard garden to large expanses of grassland for breeding or fueling migration.





# Timeline

This timeline is only a guide; more or less time may be needed to complete each task. Additional steps, or fewer, depending on the size of the event and how the planning committee/organization is set up may also be required. See **Appendix A** for a Visual Timeline (checklist format). What follows below is a narrative.

In general, about one year before the event, finalize event goals and a planning team. Secure an appropriate location and set a date. Draft a budget, considering if an admission and/or vendor fees will need to be charged. See the Event Budget Planner in **Appendix A** for additional details. Identify any grants for which your organization or a partner organization could apply and identify appropriate entities that could be approached for sponsorship. Plan for safety (first aid station, lost child plan, traffic and parking management) and security (overnight and event day coverage). Begin a list of potential food, vendors, exhibitors and activities and entertainment. Estimate the staffing and volunteers needed to execute the event and consider how you will thank them for their service. Set a marketing and PR schedule and determine how event success will be evaluated.

Expect to have, at a minimum, monthly planning meetings. Anywhere from 3 to 9 months before the event, depending on its scale, the budget should be finalized. Within this time frame, research educational activities and entertainment options, solicit vendor and exhibitor proposals (see **Appendix B** for examples to create forms), apply for grant funding and actively seek sponsorships. Investigate city and county permits required (to host an event, close a road, serve alcohol, have amplified sound, sell food, etc.) and ensure that the application deadlines are met. Determine the audio/visual needs for that day, and what printed materials (banners, maps, signs, programs, etc.) will be needed.



Candy Sarikonda



At least two months in advance, finalize all educational and entertainment activities. Order any additional materials, and allow for shipping time. Recruit and schedule volunteers. Confirm event sponsors. Secure any rentals (tables, chairs, tents, staging, etc.) required. Note that demand for table, chair and tent rentals is much higher during wedding or festival season - these items may need to be secured much earlier than two months in advance. Lastly, finalize the festival layout of where everyone will be placed and determine if signage will be required to direct attendees to various locations such as restroom facilities and information booths. This layout can be used to create printed or posted maps (to minimize waste) for volunteers and/or attendees.

At least one month before the event, associated social media accounts should begin promoting the event. If the budget allows for it, place ads and/or press releases in local newspapers, or do targeted mailings. Organize the “thank you” items for vendors, exhibitors, and especially volunteers.

No later than one week before the event, go over any last minute details with the planning team and follow up with any vendors, volunteers, exhibitors and entertainers. Follow up should include where they will be located, where they will park and any other logistics they will need to know. If you are having any special programs around the event, like a lecture or a fun run that requires separate registration, contact the participants in those programs/events with logistic details as well.

Also during the week before the event, check the site for preparations such as mowing, idling sprinkler system, getting underground utility marked before tent staking, etc. Confirm delivery and set up of any rental equipment, volunteer assignments, and supplies needed for activities. If the event is scheduled outdoors, make the final decision on the location or cancellation based on the weather. If possible, start the setup for the event on the day beforehand.

On the day of the event have the planning team **arrive early**. This will provide peace of mind and plenty of time to troubleshoot any issues that may arise. Set up anything that is left to be set up, such as tables and chairs, signage and banners. Make sure any locked spaces are unlocked and accessible to the people who need them. Check in with volunteers! Are they happy and occupied? Are all the tasks covered? Do all stations (volunteer or otherwise) have breaks scheduled or shifts covered? For a large event (either in attendance numbers or scale of the venue), consider providing all event staff with two-way radios. Gather feedback from festival attendees/participants. Distribute “thank you’s” to everyone involved.

After the event, debrief and gather feedback from volunteers, vendors, exhibitors. Review the evaluations to improve future events. Pay any outstanding invoices.



Candy Sarikonda



Dave Wendelken



# Activities and Entertainment

Activities and entertainment are arguably one of the most important aspects of the event. They keep your participants engaged and interested, and can provide valuable educational experiences. These will occupy the time and minds of the people attending your event. Options can range from crafts, to music, to games, or even formal speakers or lecturers. Other ways to engage attendees are through vendors and exhibitors, which will be covered in another section.

The size and budget of the event will dictate how many and what kinds of activities and entertainment can be provided. When planning these, include a variety of options for the different ages, skill levels and abilities of the demographic you are hoping to reach. Below are several categories of things to consider, a short description of a few ideas, and appropriate age levels for each. The following list offers known, quality activities for organizers who need them. Please note that this is not a comprehensive list; feel free to search for others and create new activities. For additional resources, see **Appendix C** at the end of this document.

## **Live Music, Dancers and Other Performing Artists**

If the event will feature musicians, dancers or other performing artists, include this in the budget. Costs will vary depending on the region and how popular an artist is, so do some research into the local going rates. Do not expect artists to work for free. Please do provide them with refreshments (at least some water) and a place to change clothes, if needed. Determine the needs for the performance(s) such as a stage, sound system, sound techs, or even a dance floor. Be sure to account for these in budget and space planning.

Performing artists are a great way to engage a wide range of audiences. Live entertainment can be as engaging for small children as it can for adults. Try to fit your performing arts into the theme of the event and keep them culturally appropriate.

**Ages:** This is appropriate for all ages.

## **Speakers or Lecturers**

Having a formal speaker or lecture that provides information on monarchs, conservation, habitat or other related topics can be a great way to educate and engage your guests. This does not need to be an hour-long presentation (unless you want it to be!). Short and to-the-point presentations can be just as effective at getting a message across.

Example topics include:

- The importance of planting habitat and how to start
- How to participate in citizen science
- Monarch life cycle and migration

Just as with performing artists, it is best practice to compensate speakers for their time. Some speakers may set their own rate, but an honorarium is also acceptable. If a speaker's fee is out of the



Wendy Caldwell

budget it can be worth asking if they would be willing to come for a lower rate.

**Ages:** Speakers tend to be geared toward a more adult audience, but some skilled speakers can also make this an appropriate option for kids and teens.

### **Hands-on Experiences: Crafts, Activities and Games**

There are many different types of hands-on and interactive experiences that can be part of the festival: arts and crafts such as making a butterfly life cycle model; activities such as scavenger hunts or making seed balls; and games that demonstrate the monarch migration are just a few examples. Exhibitors, paid educators or volunteers can lead activities; this will depend on the event structure. We have identified six categories of activity types: habitat, performing arts, science, crafts, games and miscellaneous. Below we have provided several ideas that have been done with success by other event organizers, including some informational details you may find helpful.

#### ***Habitat***

Habitat is a wonderful thing to focus on, because it is the number one way that people can help pollinators. If there is habitat nearby consider providing **tours** or **field trips** to those spaces. With more time or resources, also provide **demonstrations, workshops** or **habitat plantings**.



Tours and demonstrations are great ways to show off good habitat, but make sure participants have something to take home with them so that they can implement what they learned. Informational cards are helpful, especially if they can tell people where to buy milkweed and nectar plants in your area. The Monarch Joint Venture's [Milkweed](#) and [Gardening for Monarchs](#) handouts are great resources to start with.

Other fun ways to engage participants with habitat could be providing them with opportunities to **certify** their existing habitats through Monarch Watch's [Monarch Waystation Program](#) or National Pollinator Garden Network's [Million Pollinator Garden Challenge](#). If they don't have gardens or habitat already, offer pledge cards (with resources for starting one).

### **Live Monarchs**

See the Monarch Joint Venture's handout on "[Rearing Monarchs: Why or Why Not?](#)"

When seasonally available, having live monarch specimens is a captivating and educational experience for both children and adults. If you plan to have live monarchs at your event, we recommend you find and collect them from the wild (where you are permitted to take them).

We also recommend using this opportunity to demonstrate a citizen science program, such as tagging (for example, through [Monarch Watch](#), [Monarch Alert](#), or [Southwest Monarch Study](#)) or sampling for OE (through [Monarch Health](#)).

When using live monarchs you should be aware of how hot or cold it is where your event is being held. If it will be an outdoor event and very warm it is a good idea to keep the monarchs inside a cooler with some ice packs to keep them from overheating. It's also a good idea, particularly if there are a lot of people, to rotate out your monarchs periodically, so they don't get stressed with the constant noise and movement.

Most monarch events like this keep the natural history interpretation at a basic level in order to reach more people. Topics to cover include the basic life cycle and migration, as well as how people can help monarchs at home (plant milkweed and nectar plants!).







Finally, **seed balls** are a great way to have fun and get a little messy while talking about habitat. Recipes for seed balls can be found [online](#). Purchasing clay and compost to form the ball will add to the budget. Donations for these will help reduce costs. Volunteers could collect seeds ahead of time, or purchase them from a trusted source. Making seed balls with people of all ages provides a tactile memory to go with what they learned about creating habitat for pollinators.

*Ages:* Activities that involves actual plantings, seed balls or a short walking tour (with a skilled interpreter) can be done with any age. Demonstrations, workshops and longer tours tend to be better for adults, however they should not explicitly exclude children unless there is good reason.

### *Performing Arts*

Performances outside of live music or dancing are a fun way to draw in people of all ages. Don't be afraid to ask guests to be a part of the action! One way to do this is to have a "children's stage" for short and entertaining **skits** or **puppet shows** for families who may or may not join performers on stage. Ask kids to be a part of creating the script or acting it out. They could help create the set, costumes or puppets as well. This can be as simple or as complicated as staff or volunteers are comfortable with.

**Story times** are another way to engage young audiences. There are a myriad of books about monarchs and pollinators that cater to young ones from babies on up. You could offer several options for different age groups throughout the day, or keep it simple and choose a story that is good for a wider range. Having props or puppets to help illustrate parts of the story will help engage larger crowds and keep it more interesting especially for younger kids.

*Ages:* These should be planned to be appropriate for children.

### *Crafts*

Crafts have a great range of complexity and engagement potential. It is good to have a few options to switch in and out to keep things fresh (and have back-ups in case materials run out!). Some ideas include making **butterfly wings**, **insect antennae**, **masks**, **silk screening**, and [macaroni monarch life cycle](#). Once again, the internet has a whole host of potential monarch butterfly crafts; there is no need to invent a new one (unless you want to!). Create samples of what the finished craft should look like and have your volunteers make some in advance, so everyone who will be running the craft is familiar with how it goes.

*Ages:* Crafts do well for children but remember that crafts are not just for the children! Adults have fun with them too.



## Science

Science is fun! And there are a lot of ways to engage in it with people, especially when it relates to monarchs. **Citizen science**, or **community science**, is a way for anyone to participate in collecting science data that are used by scientists. There are several monarch citizen science programs that can be highlighted, including: tagging, [Project Monarch Health](#), and [Monarch Larva Monitoring Project](#). If tagging, acquire tags from the program that is appropriate for your geographic location: [Monarch Watch](#) for Eastern monarchs, [CalPoly](#) for Western monarchs, or [Southwest Monarch Study](#) for the Southwestern US.

Other science related activities could include:

**Hunting for insects**, **dissecting flowers** to look at the parts inside, supervised **animal encounters**, or looking at things under a **microscope** or **magnifying lens**. These are great ways to engage your guests with other organisms that share habitat with monarchs.

**Ages:** Keeping these activities geared toward children (elementary aged) keeps them accessible to everyone. Adults will participate with their kids. A skilled leader will also have ways for engaging the very young.

## Games

Active games help make sure there is something for everyone. There are myriad of curriculum guides that have monarch activities or games. Check out the [Resource Recommendation Guide for Monarch Curriculum from the Association of Fish and Wildlife Agencies](#) for some ideas to start. Tie the following to monarchs through a theme and art work: scavenger hunts, migration games, hula hoops or ring/beanbag toss.

**Ages:** Expect kids to be doing this. Most adults (and teens) prefer to watch rather than participate.



## Miscellaneous

Other activities that are not necessarily active like a game, but still engaging, include **face painting**, **giveaways** (i.e. seeds or plants), **contests** (i.e. coloring or monarch dress-up/costume contest), or **honey tasting**.

Races, fun runs, or parades may require additional planning groups, but these are further ways to bring in others from the community to raise awareness or support for monarch conservation.



# Vendors and Exhibitors

## Food

Having options for food and refreshment is a good idea, especially if the event is going to span most of the day. At the very least have something available for volunteers (water, juice, and some snacks). There are a couple of options for food, but first look into any rules or regulations that the city or event venue may have before deciding what to do. Permits may be required and a licensed caterer may need to prepare and serve the food.

*Option 1:* Cooking or grilling a small amount of food, either for free or a small fee. This could be done by members of the planning team, volunteers, or look into a local chapter of a community organization such as the Lions Club. Soliciting for gift card donations for local grocery stores can also provide enough to purchase food and refreshments for volunteers.

*Option 2:* Securing food vendors. This is the best option for larger events as it offers the potential for variety. Talk to local restaurants to see if they can either cater for a large amount of people or bring a mobile cooking station to cook on demand. Another popular route is food trucks.

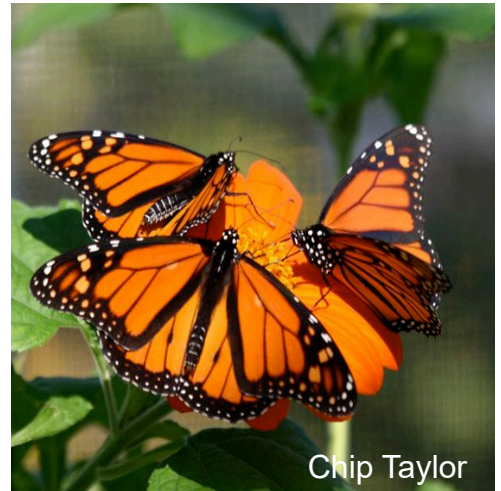
In either case, plan to have some vegetarian and vegan options, as well as food for families with small children, if that is a target demographic.

Important considerations when providing food are:

- insurance waivers (check with the county/city/venue) for caterers,
- the use of compostable products,
- and trash/ recycling requirements for your venue, city, or county.

There will need to be a mechanism for disposal of food and related waste products. Additional waste, recycling and compost bins will be needed, as well as some staff or volunteers assigned to change the bins when they get full. It can also be good to have volunteers at waste stations to guide people on what is compostable or not.

Finally, don't forget beverages! A water filling station encourages event-goers to bring reusable water bottles (it is a good idea to promote this in advance), but having juices or soft drinks available in addition will offer more variety.



## Plants

If one of the event's take-home messages is "to create monarch habitat," providing attendees with easy access to native and beneficial plants that can be incorporated into their home gardens is advantageous. Attendees are learning how important planting milkweed and nectar plants are to helping monarchs, so having a place (or several) where they can purchase plants will make it more likely that they will follow through with installing some habitat. Focus on supporting local growers that produce native milkweed.



## Merchandise

Fun merchandise or monarch/pollinator themed art has a niche to sell at these types of events! Look for vendors or artists who sell monarch shirts, jewelry and other paraphernalia. Those statement pieces become talking points!

## Exhibitors

Non-vendor exhibitors are a great way to outsource some educational content that is inline with your event's goals and topics. Reach out to county or university extension offices/programs, local nature centers, societies, garden clubs, museums, conservation organizations, etc., to bring a table and some interactive or hands-on activities with educational value for people of all ages. These can include science-type activities, make-and-takes, games, trivia, or simply informational handouts. Exhibitors should be prepared to engage with festival attendees; discourage passive exhibiting.



Carol Davit



Kim Pegram



# Sponsorship Recruitment and Appreciation

Sponsorships are a great way to help cover event costs, such as the rental furniture, stages, or port-a-potties, the booking fees for musicians, speakers or artists, or the expense of craft activities.

Typically, sponsorships have various levels of commitment, and each separate level has specific benefits that the sponsor will receive if they commit funds at that level. Some examples of this include: their name and/or logo on promotional materials, websites and programs; a free table to exhibit their organization; or emcee privileges.

Note that there is a difference between donations and sponsorships. Donations can be anonymous and they usually do not require more than a thank you letter/certificate and possibly their name on a donor list somewhere. Sponsorship involves some additional relationship-building and recognition, especially during the event. If the event includes a performance space with amplified sound, verbally recognize your sponsors when possible, particularly if what they are sponsoring is the next group of musicians or dancers.

The best place to start recruiting sponsorships is with contacts the planning committee already has. It is also possible to set up a small group of volunteers to solicit sponsorships. Helpful documents to prepare ahead of time include:

- a letter from the organizing committee stating the purpose of the festival and specifically for what funds will be used
- a photo or two of past festivals (if this is a first-time event, photos of activities that will be a part of the event are a good substitute)
- a list of activities and other things to expect as part of the event (including size and type of audience)
- a list of past sponsors (if applicable)
- a sample script or 'pitch'

Communicating to potential sponsors via email, phone and personal conversations will take time when starting a new festival. Be willing to ask a wide variety of organizations if they are interested in sponsorship, and expect some declines. You might end up being surprised at who will be your biggest sponsor and supporter, so take some chances on organizations that may not seem like the most obvious fit. Make sure the organization's values align with those of the festival or the hosting agency/organization.

Finally, include your sponsorship goals in the budget and have contingency plans if the goal is not met.

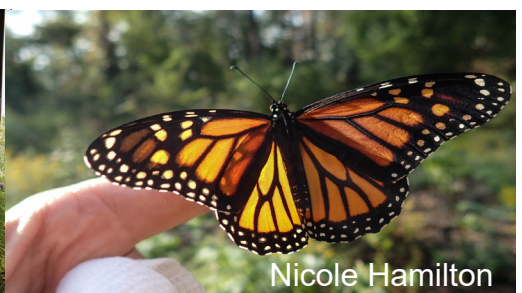
See **Appendix B** for examples of sponsorship letters and forms.



Katie-Lyn Bunney



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Nicole Hamilton

# Volunteers

Volunteers make things happen. Recruiting volunteers who are trustworthy and responsible to help with the event will reduce the load of work for the planning committee, allowing them to focus on the finer details to make the event successful.

## Jobs for Volunteers

The assignments and number of volunteers should be determined before recruitment begins. These will vary widely depending on the expected number of attendees and the activities. The planning committee or staff may be responsible for some of the jobs listed here, but these are some possible volunteer-roles to consider. If the event is longer than two hours in length, consider assigning volunteers to two-hour shifts to give them a break and allow them to participate fully in the event. This will require more volunteers, but will be better for volunteer enjoyment and retention.

**Appendix B** has examples of a volunteer recruitment letter and form as well as an agreement/waiver.

### Before the event:

- Develop program
- Coordinate logistics
- Recruit and train volunteers
- Design and distribute PR materials
- Seek sponsorships

### On the day of the event:

- Check in volunteers and/or vendors
- Set up event, including helpers for artists and exhibitors
- Direct traffic and/or parking direction/operate shuttle
- Register/ Check in guests (which may involve collection of admission fees)
- Count participants (track the number of adults and children attending)
- Staff an information booth (Direct guests on-site to exhibits, activities, etc.)
- Document the event through photography and live social media
- Catering, Concessions or Retail Sales
- Run games/activities (lead and assistants) Restock consumables/ Runners
- Present a lecture/ Facilitate a breakout session
- Interpret gardens, exhibits or displays
- Language interpretation (non-English speakers, ASL)
- Support audio-visual equipment
- Introduce guest speakers
- Manage waste and recycling and compost
- Evaluate event
- Break down and clean up

### After the event:

- Thank volunteers
- Compile evaluations



Alyx Birmingham





### **Recruiting Volunteers**

Understanding why people volunteer can shed light on how to more effectively recruit a dedicated force. Researchers agree on six motivators. People volunteer to:

1. Make a difference in others' lives;
2. Support an organization, community, or cause;
3. Learn something new;
4. to develop personally or professionally;
5. Feel better about themselves; and
6. Meet people.

### **Where do you find volunteers for your event?**

1. Start with anyone who has previously volunteered for your organization. If they had a fun and rewarding experience, they will likely be willing to continue their service.
2. Then look within your immediate circle – family, friends, neighbors, and church or club members. Knowing someone already involved in the event (or with the planning organization or team) can make a new volunteer feel more at ease.
3. Ask board members or existing volunteers to recruit a friend. Post an article in your organization's newsletter, blog, website or other social media. People who are already familiar with and supportive of your organization, such as members and donors, are an excellent source for volunteers.
4. Write an article for a community newspaper explaining your "volunteer needs," making sure that you include at least one motivator. Will they meet people? Will they learn something new and have fun?
5. Contact service organizations, senior centers, or a local company that may agree to organize and incentivize their employees. There are often local volunteer hosting services that will have a website where event information can be posted.
6. If there is a need a specific skill or knowledge, ask local organizations, such as native plant societies, entomology clubs, butterfly associations, and [Monarch Joint Venture partners](#), for their expertise.

### How to recruit volunteers

Make it easy to join the team! If possible, use an online recruitment or registration form with details about your organization, the event and the possible volunteer opportunities. Ask what their interests are and what they feel their strengths/skills are, in order to match their skills with their job. Find out when they are available and their preferred method of contact. Give a phone number and/or email of someone they can contact with questions.

Once a potential volunteer has contacted you, respond promptly and make them feel welcomed and valued. Follow up with the details of when, where, and what they will be doing.

Host a training either prior to the event or the day of the event. Take the time to greet every volunteer, give them a brief orientation to the event and the venue. Ensure that they understand their role and feel like they are part of the team working towards a common goal.

Make sure they know to whom they can turn for questions or concerns. If possible, pair new people with experienced volunteers. Listen and be open to their ideas and suggestions.

This volunteer will become the face of the event (and your organization!), so ensure they understand how important their job is to the event's success. Remember that this event should be a rewarding and fun experience for everyone involved



### Volunteer Appreciation

To retain and attract other volunteers, it is critical to recognize their work and the value that they bring to your organization. Be sure to thank paid staff as well.

Appreciation can be as simple as a spoken thank you and "You did a great job!" Be sure to say it often, to be sincere, and to be timely. It doesn't have to be expensive or timely undertaking.

Here are a few suggestions:

- hand-write notes of thanks
- create a photo board recognition on-site viewable to the public
- list their names in a newsletter or social media post (if they agree to this)
- provide lunch or snack during the event and/or National Volunteer Week
- give them a gift card to a local restaurant (which could be a donation from the restaurant)
- set up a coffee, hot chocolate or dessert bar for volunteers at the event
- check out some [creative thank you gift ideas on Pinterest](#). Don't feel the need to do these if there is not the time or resources!



# **Marketing and Social Media**

When creating the plan for marketing and social media presence, keep the event goals in mind. The aim is to get the word out about the event and engage with potential guests, partners or vendors. Be sure to include information about the specifics (location, date, time, where to park or how to get there by shuttle, bicycle or public transit if available, schedule of special activities, food and vendors). Posts or tweets that contain sneak previews of prizes or activities are great for garnering interest. Social media can also be used for pre-event contests such as photo submissions for free entry.

Know the audience. Once the audience (for the event and marketing) is identified, align event goals and desired outcomes with reaching them. Having an overall broad audience to reach through the entire marketing and social media campaign (i.e. the local community) and then narrowing down to more specific types for each specific target (i.e. families with small children, gardeners, landowners, etc.) can help reach the right people.

Once the audience has been determined, set a schedule and assign tasks. When will local media (news channels, radio, newspaper and bulletins) be contacted? Will posters or mailings be created and when and where will they be posted? What social media platforms will be used to reach people and when will the event be added and sent out on all social media platforms?



## **Social media**

The most effective thing you can do with social media is to create a Facebook event. You should do this from your organization's page, if possible, and share it with partners, vendors and others to get the word out. This event can also be shared on other platforms via links.

When using social media there are a few key things to keep in mind:

1. Use images or visual graphics in your posts. These attract more attention than plain text or links on nearly all social media platforms.
2. Always use plain language. Writing posts as if targeting a middle school audience will help make them clear and to the point.
3. Connect with partners on social media! If the event is co-hosted, or if vendors, exhibitors or entertainment have social media accounts, "like" or "follow" each other's pages so you can promote each other and the event. Tag partners in posts to reach more people. Make new connections on social media with businesses or organizations.
4. Link to additional resources. Make sure the post itself has all the most relevant information, and then if more is needed (such as a registration, or to get more information on creating habitat) link to those pages.

Track what you've posted where and determine what you consider success. Is it likes, comments, messages, phone calls or emails? Continually reflect on this and determine what, if anything, needs to change in order to engage more people or your target audience(s).

### **Local Media**

To get the word out about the event to local media such as newspapers, bulletins, news channels and radio stations, first figure out who to contact. This could be a personal connection, or information found on local media websites. Next, determine what will be included in your message. Make sure the details of the event (date, time, location, etc.) are included in this, as well as the types of activities and entertainment the event will have and where people can find more information about the event. Send a Press Release as far in advance of your event as possible and then follow up a month, a week and days beforehand. Guidelines for creating an effective Press Release can be found online at [Expresswriters.com](http://Expresswriters.com).

Once the message has been shared in the local media, follow up with them to say thanks! Then share the story on your social media platforms when applicable.

### **Mailings and Posters**

If it is in the budget to do mailings, sending a simple postcard to the community with the event information can attract more people. Any leftovers can be set out at local businesses or libraries. Posters can be posted in schools, businesses, or libraries or on other community bulletin boards. Libraries are a great way of dispersing materials and reaching different audiences. Municipal libraries may be linked through a county or metro-wide system and can circulate materials between them if they are dropped off at one location.

Keep the design in mind for posters and postcards. If it looks boring, poorly done or is hard to read, it can actually deter people from attending. Keep it simple, but make sure all the pertinent information is included (date, time, location, cost, etc). Give credit to any graphic designers or photographers, especially if images are pulled from the internet. Make sure the photographer has given permission; use images under [creative common license](http://creativecommons.org/licenses/by/4.0/).

For any form of printed outreach, determine how many copies are needed. It is possible to spend a lot of money on printing too many posters or mailings, so make this decision with care. Please consider the environment when determining how many to print, as well as the paper and ink choices.

A simple internet search will provide many suitable examples of these, or feel free to [contact someone at the Monarch Joint Venture](#) for some examples.



Jim Fries - Delaware River City Corporation



Jim Ellis



# Evaluation

Once goals for the event are set, determine the best way to measure or evaluate their attainment. Writing down S.M.A.R.T. goals is the first step. Are the goals:

*Specific:* When drafting goals, try to answer the five “W” questions...

- Who is involved?
- What do we want to accomplish?
- Where? Identify a location.
- When? Establish a time frame.
- Which? Identify requirements and constraints.
- Why? Specific reasons, purpose or benefits of accomplishing the goal.

*Measurable:* Establish concrete criteria for measuring progress toward the attainment of each goal set. To determine if the goal is measurable, ask questions such as:

- How much?
- How many?
- How will I know when it is accomplished?

*Achievable:* Is it possible? Do we have the necessary knowledge, skills, abilities, and resources to accomplish the goal? An achievable goal will usually answer questions such as:

- How can we accomplish this goal?
- How realistic is the goal, based on other constraints, such as financial factors?

*Relevant:* This step is about ensuring that the goal matters to you, and that it also aligns with other relevant goals. A relevant goal can answer “yes” to these questions...

- Does this seem worthwhile?
- Does this match our other efforts/needs?
- Is it applicable in the current socio-economic environment?

*Time bound:* A goal should be grounded within a time frame.

- What is the established completion date?
- Does that completion date create a practical sense of urgency?

Whether the goal of the event is fundraising, building membership for an organization, creating public awareness about monarchs, or simply increasing attendance, evaluating the success of reaching that goal can present challenges.



Lisa Hupp USFWS



Minnesota Native Landscapes

Those goals that involve a “dollar amount” or “specific number of members or attendees” can be measured by counting the funds raised, tickets sold, number of people entering the gate, etc. and making the comparison to funds expended or last year’s attendance numbers. Plan to have a volunteer or staff member count these at the event or other appropriate time (e.g. counting people at entrance or tickets sold).

Goals that involve “a learning component” can be measured by simple questionnaires, such as multiple choice or fill-in-the-blank, to specifically test the knowledge about which you want the participant to know. Examples might include:

1. Perhaps you want to find out if the participant can correctly identify a monarch. On a card with photos of a monarch, viceroys, and queen, ask the participant to circle the monarch.
2. If you want the participant to be able to recall the common name of the monarch’s host plant, a simple fill-in-the-blank question might be “The host plant of the monarch is an *Asclepias* species commonly known as \_\_\_\_\_.”
3. An interactive craft for children might be sequencing the life cycle, gluing pre-cut pictures of egg, larva, pupa and adult butterfly in the proper order.



Goals that involve something more ethereal such as “happy/satisfied participants” can be more difficult to evaluate. Positive feedback in the form of exit surveys or follow-up surveys (from staff, visitors, docents, and vendors), informal comments, anecdotal feedback, note sheets from breakout sessions, and interviews (bilingual if appropriate) may glean this information. Asking participants how many years they have attended the event and/or if they would return next year can be an indication of satisfaction.

When constructing the questions for your surveys, you may want to consider using [Bloom’s Taxonomy of Measurable Verbs](#) and/or refer to this document “[Questionnaire Design: Asking Questions with a Purpose](#).”

Post-event reviews and group discussions involving staff, volunteers and vendors can reveal any challenges or issues that need to be resolved in future events. A written post-event report that summarizes evaluations, feedback, etc., can be used as a guide for next year, or the next person or group to plan the event should there be any turnover in the planning team.

What if the goal involves a behavioral change such as “doing something” to help the monarchs? This can be measured in the Pledge Cards or Action Surveys. People are more likely to follow through with a promise to do something if they sign their name as testament. Another measure may be reflected in milkweed plant or seed sales or seed balls created with the assumption that people will plant and grow these in their gardens.



# Appendices:

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# **Appendix A - Timeline Checklist**

This timeline is a guide. You may determine you need fewer or additional steps for your event, or that some steps may require a different timeline than suggested below.

## **9-12 months before event date**

- ☐ Decide on event goal
- ☐ Appoint event coordinator
- ☐ Create committees and select chairpersons (if needed)
- ☐ Gather cost estimates
- ☐ Draft the budget
- ☐ Identify grants or sponsorship potentials
- ☐ If admission or vendor fees are needed, determine the amount
- ☐ Choose the date and check for conflicts
- ☐ Secure a location for the event
- ☐ Identify potential food or goods vendors and/or entertainment
- ☐ Set marketing and PR schedule and assignments
- ☐ Determine an evaluation plan
- ☐ Determine staff and volunteer needs for the event
- ☐ Plan for safety and security before and during the event

## **3-9 months before event**

- ☐ Monthly planning meetings
- ☐ Apply for grants, request sponsorships
- ☐ Acquire logos from sponsors for printed materials
- ☐ Research educational activities
- ☐ Investigate any permits required, noting the deadline for application
- ☐ Determine audio/visual needs will be and secure them
- ☐ Determine printed material needs (signs, banners, maps, programs, etc)
- ☐ Design (or meet with artist to design) any logos or other needs
- ☐ Determine what needs your vendors, exhibitors, and entertainment providers have
- ☐ Finalize budget and timeline

## **2 months in advance**

- ☐ Recruit volunteers
- ☐ Finalize all educational and other event activities
- ☐ Order needed materials for activities
- ☐ Confirm sponsorships
- ☐ Review any need for directional signage or maps
- ☐ Secure tent, table, chair and other rentals (note: demand for these are much higher during wedding or festival season - you may need to secure these sooner)
- ☐ Finalize the layout of vendors, exhibitors and entertainment

## **1 month in advance**

- ☐ Place ads and begin (if not already) social media campaigns
- ☐ Organize “thank you” items for vendors, exhibitors and especially your volunteers



#### 1 week in advance

- ☐ Go over last minute details with the planning committee
- ☐ Check site preparations for event day (mowing, idling sprinkler system, tree canopy protection, underground utility marked before staking tents, etc.)
- ☐ Follow up with vendors, volunteers, and exhibitors (placement, parking, etc.)
- ☐ Finalize registration (if any) for special events
- ☐ Confirm delivery and set up of rental equipment
- ☐ Confirm volunteer assignments
- ☐ Confirm set up
- ☐ Make final decision of event location or cancellation based on weather
- ☐ Make sure supplies are in order
- ☐ Begin set up (if able/required)

#### Event day

- ☐ Arrive EARLY
- ☐ Set up tables and chairs
- ☐ Set up signage and banners
- ☐ Confirm any locked spaces are unlocked (if needed)
- ☐ Check that volunteers are happy, occupied and that all tasks are covered
- ☐ Confirm that all stations (volunteer or staff) have relief shifts or breaks scheduled
- ☐ Distribute two way radios to required event staff (if needed)
- ☐ Distribute thank you items to volunteers, vendors, and exhibitors
- ☐ Gather feedback from guests

#### Follow-up

- ☐ Debrief with staff and volunteers
- ☐ Gather feedback from vendors, exhibitors, volunteers and entertainment
- ☐ Make any final required payments
- ☐ Compile evaluation and grant reports as required

# Appendix A - Event Budget Planner

The budget should account for any income as well as expenses. Use the guide below to ensure you have accounted for the basics. You may need to modify this budget by adding or removing items depending on your specific needs.

Income			
Type	Amount Budgeted	Amount Actual	Notes
Admission/Ticket Sales			
Donations			
Grants			List each separately, especially if there are specific restrictions on how funds can be used.
Merchandise sales			From your organization only, not your vendors, unless you are asking for a percentage of their sales
Sponsors			List each separately, especially if there are specific restrictions on how funds can be used
Vendor/Exhibitor space Fees			An option is to charge vendors and exhibitors for their space to help make up costs of chair/table/tent/venue rentals. This can be tiered based on how much space they need/want. An early bird rate can be offered to encourage early commitment
Other			
Expenses			
Performers			Itemize this by type of performer, or number of performers (musicians, dancers, puppet shows, storytellers).
Artists or Speakers			Providing an honorarium is best practice.
Crafts, Games, Interpretive Stations			Craft supplies, equipment, materials from the appropriate citizen/community science program, etc.
Food Service			Vendors can provide this for your guests, but consider providing food and beverages (or vouchers) to your volunteers, working staff and entertainment, artists and speakers
Promotion			Newspaper, radio or TV ads; social media posts (boosting); postage for mailings



Printing			Signage and banners for event (street, directional, sponsor recognition, etc.), posters, postcards, flyers, brochures, maps, program name tags, etc.
Recognition			Cards or small gifts for volunteers and staff
Rentals			Facility, chairs, tables, tents/canopy, stage/floor, audio/visual equipment, electrical (lighting and extension cords), portable toilets and handwashing stations, trash cans (with liners), shuttle buses, bike racks
Personnel			Shuttle bus drivers, on-site security (overnight and/or event day), police and/or EMT services, recycling/trash services, overtime for paid staff
<b>Total Expenses</b>			
<b>Profit/Loss</b>			

# Appendix B - Letter and Form Examples

The following are examples of volunteer, vendor and sponsorship forms. These are in a very generic format, but we have included some examples from organizations whenever possible.

Disclaimer: Any examples provided below are merely that - examples. The Monarch Joint Venture recommends you speak with legal council either through your city/county/state or your organization regarding language on these forms and/or waivers. The Monarch Joint Venture does not claim responsibility for language used in the planning of your event.

## **Volunteer Letter:**

[Your Organization Name]

[Address]

[Date]

Dear \_\_\_\_\_,

The {Your Organization Name} is looking for volunteers to help with [Name of event] on {date of event} at {list times/shifts}! Lending a hand not only fosters community well-being, but is sure to be a rewarding experience. We are seeking a variety of individuals of all ages, professions, and interests. We can find volunteer placements that will suit your skills, abilities and your schedule.

There are many ways you can lend a hand. Here are a few of the programs looking for volunteers:

{List specific volunteer opportunities here with any age requirements, or skills needed.

- A
- B
- C}

These are just a few of the opportunities available to help make a difference. Email or give us a call and let us know how you can help. Thank you for taking the time to consider these exciting opportunities. Your future help will be greatly appreciated, and, like many current volunteers you will find the volunteer experience to be a rewarding one.

For further information on other volunteer information, contact {Name} at {phone} or {email}.

Sincerely,

{Your name}

{Title}

{Contact information}



# MONARCHS ACROSS GEORGIA



Environmental Education Alliance of Georgia, Inc. [www.eealliance.org](http://www.eealliance.org)

Monarchs Across Georgia invites you to help us with a learning celebration that focuses on the iconic monarch butterfly. In conjunction with National Pollinator Week, we will be hosting a

Monarch Butterfly Festival

Saturday, June 23, 2018

9 am to 3 pm

Panola Mountain State Park

2620 GA Highway 155 SW, Stockbridge, GA 30281

The event will be open to the public. A family-oriented day of fun and learning is planned with hands-on activities, games, presentations, and performances, all connected to the fascinating and inspiring world of the monarch butterfly!

Volunteers are needed to help with festival booths, activities and preparations. No special skills are needed but please note in the volunteer form on the back of this letter any that you feel may be of benefit to the event.

Thank you for considering this invitation. Please know that any contribution, however minimal, is a significant one. We expect this to be a rewarding and exciting experience for the community and all those involved. Should you have any questions or concerns, please contact me directly at [mag@eealliance.org](mailto:mag@eealliance.org) or 555-555-5555.

Monarchs Across Georgia greatly appreciates your help!

Sincerely,

Mariposa Monarca  
Festival Coordinator

Please fill out and return this form via email or postal service by May 15, 2018 to:

[mag@eealliance.org](mailto:mag@eealliance.org)

Include "Festival Volunteer" in the subject line

Monarchs Across Georgia – Festival Volunteer

P.O. Box 768081, Roswell, GA 30076

Monarchs Across Georgia (MAG) is a committee of the Environmental Education Alliance. MAG works together with teachers, students, families, communities, businesses and others to study monarchs and restore butterfly habitat across the state. Its mission is to inspire caretakers of the natural environment through monarch and pollinator education.

## MONARCH FESTIVAL VOLUNTEER FORM

Name of volunteer: \_\_\_\_\_

Affiliated Group (if any): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ (cell number preferred)

Email: \_\_\_\_\_

I would like to volunteer for the following:

<input type="checkbox"/> Activity booth	<input type="checkbox"/> Ticket/check-in/registration
<input type="checkbox"/> Information booth	<input type="checkbox"/> Preparation of festival materials
<input type="checkbox"/> Set up/ clean up	<input type="checkbox"/> Artist/ Performers Assistant
<input type="checkbox"/> Event evaluation	<input type="checkbox"/> Photographer

I can volunteer at these times:

<input type="checkbox"/> Before the event date Dates/ time available _____	<input type="checkbox"/> During the event on June 23, 2018
<input type="checkbox"/> After the event date Dates/ times available _____	<input type="checkbox"/> 8 – 10 am
	<input type="checkbox"/> 10 am – 12 pm
	<input type="checkbox"/> 12 – 2 pm
	<input type="checkbox"/> 2 – 4 pm

Do you have any specific skills or access to additional resources that may benefit the festival? If so, please describe them.

---

---

Do you know of any other potential volunteers? If so, please include their names and contact information.

---

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Monarchs Across Georgia (MAG) is a committee of the Environmental Education Alliance. MAG works together with teachers, students, families, communities, businesses and others to study monarchs and restore butterfly habitat across the state. Its mission is to inspire caretakers of the natural environment through monarch and pollinator education.



## SAMPLE VOLUNTEER APPLICATION FORM

\_\_\_\_\_  
(volunteer position title)

### SECTION I

Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### SECTION II

Previous Volunteer Experience \_\_\_\_\_

Occupation (Past occupation if retired): \_\_\_\_\_

Other information that will help us make a good match (such as education, general interests/hobbies) \_\_\_\_\_

Languages Spoken: \_\_\_\_\_

### SECTION III

#### Availability and Volunteer Assignment Preferences

*Please Check All That Are Applicable:*

I Am Available ☐ Mornings (Mon-Fri) ☐ Afternoons (Mon-Fri) ☐ Evenings (Mon-Fri)  
☐ Weekends ☐ Once A Week ☐ More Than Once A Week  
☐ One Time Only ☐ As Needed ☐ OTHER

I Could Serve More Than One Person: ☐ Yes ☐ No

### SECTION IV

Do You Have A Valid (State) Driver's License? ☐ Yes ☐ No

License Number: \_\_\_\_\_ Vehicle License Plate Number \_\_\_\_\_

Insurance Company: \_\_\_\_\_ Policy #: \_\_\_\_\_

Have You Ever Been Convicted For Violation Of Any Laws, Traffic Or Otherwise? ☐ Yes ☐ No

If Yes, Please Explain: \_\_\_\_\_

Do You Have Any Physical Condition that May Limit Your Activities? ☐ Yes ☐ No

If Yes, Describe: \_\_\_\_\_

## Sample Language for Volunteer Agreement/Release:

As a volunteer with [Name of organization and event], the lasting impression you make on those you serve reflects directly on all of us. Please be sure your words and deeds will help build our program and its reputation for quality

I, \_\_\_\_\_, agree to perform the volunteer duties to which I am assigned to the best of my ability and in a professional manner. I understand and acknowledge that as a volunteer, authorized by {Name of organization}, that there may be certain risks related to these volunteer duties. I hereby state and affirm that:

1. In consideration of being allowed to take part in [name of event/duties], I agree to release and hold harmless {name of organization}, its employees, [list all other appropriate staff/personnel positions] from all liability for any harm or injury that I may incur as a result of participating in [name of event], excluding proven gross negligence by [name of organization]
2. By way of this form, I authorize {name of organization} staff to assist me by administering basic first aid and/or obtain appropriate emergency medical treatment for me in the event of an accident, illness, or injury.
3. I understand that I may be subject to falls, slips, cuts and bruises and may be at risk of \_\_\_\_\_ for this particular {name of event}
4. Unless I indicate otherwise in writing, photographs, videotapes or audiotapes may be taken of me during the course of {Name of event} for use by {Name of organization} for publicity purposes. My first name is the only personal information about me that could be released by {Name of organization} in the use of the above mentioned media
5. The terms of this agreement shall be binding on my heirs, executor, administrator and all members of my family

I agree to accept the following volunteer assignment:

Program/Event: \_\_\_\_\_

Location and lead/supervisor's name: \_\_\_\_\_

Hours: \_\_\_\_\_ Beginning date: \_\_\_\_\_ Length of commitment: \_\_\_\_\_

Emergency contact name, address and phone number: \_\_\_\_\_

\_\_\_\_\_

Volunteer signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent or guardian signature (if under 18): \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_



**Sample language for volunteer thank you letter:**

Dear Jennifer,

On behalf of Monarchs Across Georgia, I would like to thank you for your participation in our Monarch Butterfly Festival on Saturday, June 23, 2018 at Panola Mountain State Park. The Festival would not have been possible without the support and dedication of volunteers like you. I hope that you enjoyed your experience and found it as rewarding as we did.

We will continue our efforts promoting education about monarchs and their conservation needs. Your efforts are appreciated and we hope to see you at next year's Festival (or another one of our events). Until then, please feel free to share your ideas and suggestions via phone, email or in person.

Sincerely yours,  
Mariposa Monarca  
Festival Coordinator  
555-555-5555  
mag@eealliance.org

# MONARCHS ACROSS GEORGIA



Environmental Education Alliance of Georgia, Inc. [www.eealliance.org](http://www.eealliance.org)

Monarchs Across Georgia invites you to participate as a plant vendor at our learning celebration that focuses on the iconic monarch butterfly. In conjunction with National Pollinator Week, we will be hosting a

Monarch Butterfly Festival  
Saturday, June 23, 2018  
9 am to 3 pm  
Panola Mountain State Park  
2620 GA Highway 155 SW, Stockbridge, GA 30281

The event will be open to the public. A family-oriented day of fun and learning is planned with hands-on activities, games, presentations, and performances, all connected to the fascinating and inspiring world of the monarch butterfly!

As a native plant nursery specializing in pesticide-free pollinator plants, we would ask that you bring a variety of both nectar and host plants for bees, butterflies, and hummingbirds! Of course, because our emphasis is on the monarch, Georgia native milkweeds will be critical.

A 20' X 20' vendor space is available to you at no charge as we consider the availability of these plants to our attendees vital to monarch (and pollinator) conservation. An 8' table, two chairs, and complimentary lunch will be provided. No electricity is available at the site but a water spigot is located in close proximity.

Thank you for considering this invitation. Please respond via email to [mag@eealliance.org](mailto:mag@eealliance.org) by May 1, 2018 so that we can include you in our vendor list. Additional details will be provided upon your consent to participate.

We expect this to be a rewarding and exciting experience for the community and all those involved. Should you have any questions or concerns, please contact me directly at [mag@eealliance.org](mailto:mag@eealliance.org) or 555-555-5555.

Sincerely,

Mariposa Monarca  
Festival Coordinator

Monarchs Across Georgia (MAG) is a committee of the Environmental Education Alliance. MAG works together with teachers, students, families, communities, businesses and others to study monarchs and restore butterfly habitat across the state. Its mission is to inspire caretakers of the natural environment through monarch and pollinator education.



An example of a full vendor application can be found at the Minneapolis Monarch Festival web page: <http://monarchfestival.org/wp-content/uploads/2018/03/MMF-2018-Food-Beverage-Vendor-Application-1.pdf>

Free templates for Vendor Request for Proposals, Registration, Contracts can be found at <https://www.smartsheet.com/free-vendor-templates>

### Example sponsorship language and package levels:

“The sponsorship packages below are designed to fit a variety of needs and budgets. While the packages listed offer a wide range of benefits, we invite you to contact {Name of Event} organizers to tailor your package to your specific promotional needs.”

Early Bird Registration	Level 4 \$1500 by [date]	Level 3 \$1000 by [date]	Level 3 \$700 by [date]	Level 1 \$500 by [date]
General deadline	\$1700 by [date]	\$1200 by [date]	\$850 by [date]	\$650 by [date]
Logo on Media Advertisements	x			
Logo on Email and Social media	x	x		
Booth Space	x	x	x	
Logo on Event program/maps/signs/etc.	x	x	x	x
Logo on Event Website	x	x	x	x
Recognition at Event	x	x	x	x

Sponsors will need to provide a high resolution logo. Booth space includes one 8” table and 2 chairs.

### Example sponsorship application:

Please print sponsor name EXACTLY as you wish it to be listed on promotional materials. To ensure your listing in time sensitive items, this application must be received by {date} for the early bird rate, or {date} for standard registration.

SPONSOR (Name of business or individual) \_\_\_\_\_  
CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

COMITTMENT LEVEL (CIRCLE ONE):    1    2    3    4

I am unable to participate in {Name of event}. Please accept our cash donation of \$\_\_\_\_\_ to support {Name of organization or event}

[Include check or credit card payment processing information appropriate to your organization]



## Event Evaluation Samples

### - EVENT FEEDBACK FORM -

Date: \_\_\_\_\_ Event Name \_\_\_\_\_

*This survey enables you to provide feedback on the value and outcomes of the event you have just attended.*

**[insert appropriate questions relating to the event to inform your evaluation]**

*Please indicate the extent to which you agree with the following statements*

	Strongly DISAGREE	DIS- AGREE	neutral	AGREE	Strongly AGREE
1. Information provided at this event is relevant to you	1	2	3	4	5
2. You are likely to use this information in the future	1	2	3	4	5

**Comments:**

3. Resources provided at this event are relevant to you	1	2	3	4	5
4. You are likely to use these resources in the future	1	2	3	4	5

**Comments:**

5. Presentations were interesting	1	2	3	4	5
6. You would recommend this event to others	1	2	3	4	5

**Comments:**

7. There were opportunities to network with other stakeholders	1	2	3	4	5
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**Attendee Post-Event Evaluation Form (sample)**

Name of Event:

Location of Event:

Date of Event:

Monarch Festival	strongly disagree – strongly agree				
1. I feel empowered to do something positive to help monarch butterflies	1	2	3	4	5
2. I now have a better understanding of the monarch butterfly (life cycle, threats to survival)	1	2	3	4	5
3. The event was well organized	1	2	3	4	5
4. I would come to more events like this	1	2	3	4	5
5. I will tell family or friends about this event	1	2	3	4	5

Would you be interested in volunteering at this event next year? ☐ Yes ☐ No

How did you learn about this event?

Please feel free to provide additional comments on the bottom of this form.

## EVENT EVALUATION FORM

Name of Event: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Committee: \_\_\_\_\_ Co-Sponsor(s): \_\_\_\_\_

Describe the Event:

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Location of the event: \_\_\_\_\_

Would you recommend this location again? If so why? If not, where would you suggest having the event?

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Attendance: \_\_\_\_\_

What factors impacted the attendance?

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Ticket sale date: \_\_\_\_\_ Ticket Price: Student - \_\_\_\_\_ Non-Student- \_\_\_\_\_

How many student tickets were sold? \_\_\_\_\_

How many non-student tickets were sold? \_\_\_\_\_

Estimated Total Budget for Event: \_\_\_\_\_ Actual Budget: \_\_\_\_\_

How many volunteers helped with this event? \_\_\_\_\_

Overall Success of the event: (low) 1      2      3      4      5 (high)

Why?

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# Appendix C - Resources and Links

## **Other monarch festival or event websites:**

[www.monarchfestival.org](http://www.monarchfestival.org)  
<http://dunwoodynature.org/event/2017-butterfly-festival/>  
<http://www.emilyann.org/butterfly.html>  
<http://www.familyservicesnew.org/parent-connection/butterfly-festival/>  
<https://www.grapevinetexasusa.com/events/butterfly-flutterby/>  
<https://www.seemonterey.com/events/community/butterfly-parade/>  
<https://powellgardens.org/event/festival-of-butterflies-2/>  
<http://www.chattnaturecenter.org/special-events/festivals/butterfly-festival/>  
<http://www.treehill.org/Visit/JosephAStrasserButterflyFestival.aspx>  
<http://www.mariposabutterflyfestival.net/>  
[http://www.ci.galesburg.il.us/monarch\\_migration\\_festival1/](http://www.ci.galesburg.il.us/monarch_migration_festival1/)  
<http://visitoakgroveky.com/festivals/butterfly-festival/>  
<https://www.texasbutterflyfestival.com/>  
<https://thewatershed.org/butterfly-festival/>  
[www.MonarchButterfly.org](http://www.MonarchButterfly.org)

## **Curriculum:**

Monarch Resource Guide for Conservation Educators by AFWA (includes several links to others)  
<https://www.fishwildlife.org/application/files/4715/1630/6270/MonarchResourceGuide1217.pdf>

## **Monarch Activities:**

Coloring page: [https://monarchjointventure.org/images/uploads/documents/monarch\\_life\\_cycle\\_coloring\\_page.pdf](https://monarchjointventure.org/images/uploads/documents/monarch_life_cycle_coloring_page.pdf)  
Life cycle wheel: [https://monarchjointventure.org/images/uploads/documents/Butterfly\\_dial\\_NA.pdf](https://monarchjointventure.org/images/uploads/documents/Butterfly_dial_NA.pdf)  
Field Museum's Monarch book and Monarch Coloring book: <https://www.fieldmuseum.org/science/research/area/keller-science-action-center/science-action-chicago/monarchs-view-city>  
Macaroni Monarch life cycle: [https://monarchjointventure.org/images/uploads/documents/Macaroni\\_Monarchs\\_Write\\_Up.pdf](https://monarchjointventure.org/images/uploads/documents/Macaroni_Monarchs_Write_Up.pdf)  
Seed balls: [https://monarchjointventure.org/images/uploads/documents/Seed\\_Ball\\_Write\\_Up\\_FINAL.pdf](https://monarchjointventure.org/images/uploads/documents/Seed_Ball_Write_Up_FINAL.pdf)  
Monarch Migration game: [https://monarchjointventure.org/images/uploads/documents/36\\_MO\\_Lesson\\_3\\_migration\\_game.pdf](https://monarchjointventure.org/images/uploads/documents/36_MO_Lesson_3_migration_game.pdf)  
Journey North's annual cycle visual: [https://journeynorth.org/sites/default/files/2017-04/annual\\_cycle\\_wheel.gif](https://journeynorth.org/sites/default/files/2017-04/annual_cycle_wheel.gif)

**General Resources:**

Monarch Joint Venture handouts and resource links: <https://monarchjointventure.org/resources/downloads-and-links>

Journey North: <http://learner.org/jnorth/monarchs/resources>

Monarch biology and natural history - Monarch Joint Venture: <https://monarchjointventure.org/monarch-biology>

Monarchs Across Georgia resources: <https://eeag.memberclicks.net/resources>

Flight of the Butterflies: <http://www.flightofthebutterflies.com/>

Monarch Teacher Network Canada: <https://trca.ca/learning/professional-development/monarch-teacher-network-canada/>

**Information on the Listing process and Species Status Assessment with USFWS:**

Webinar video: [https://www.youtube.com/watch?v=w2G3pn6L\\_jY](https://www.youtube.com/watch?v=w2G3pn6L_jY)

Slides: <https://www.fws.gov/savethemonarch/pdfs/Monarch.pdf>

Website: <https://www.fws.gov/savethemonarch/SSA.html>

USFWS monarch related stewardship planning: <https://www.fws.gov/refuges/friends/pdfs/Monarch-StewardshipEvents-HowTo.pdf>

**Photos:**

Be sure to check the license type and follow the rules! Only use photos that you have permission for, and be sure to credit the photographer appropriately.

<https://www.flickr.com/groups/monarchjointventure> (also, search Flickr for Creative Commons License photos)

**Citizen Science:**

For a comprehensive list of monarch citizen science programs visit: <https://monarchjointventure.org/get-involved/study-monarchs-citizen-science-opportunities>

MJV citizen science handout: [https://monarchjointventure.org/images/uploads/documents/citizen\\_science.pdf](https://monarchjointventure.org/images/uploads/documents/citizen_science.pdf)