



Thank you for registering for Miles for Monarchs 2023! There are countless ways to participate in this virtual event. Use the fitness tracker of your choice to track your miles and report them to the Miles for Monarchs website at milesformonarchs.com

Through the Miles for Monarchs campaign, we aim to raise awareness about the monarch butterfly and its astounding migration and raise valuable funds for pollinator habitat work. Most monarchs migrate annually to the mountains of central Mexico, where the trees are covered in roosting monarchs as they overwinter. Monarchs in the western United States spend winter along the California coast, and a population of monarchs in southern Florida stays put year-round! Each spring, the monarchs return to the United States to fill our summers with their brightness. We take time to celebrate the monarchs' amazing journey, but also we want to make sure that people know of the danger the monarchs face. Monarch numbers have declined dramatically in recent years, but we know that together we can make a difference to help the species thrive in our gardens and communities.

What should I look for? We encourage you to observe pollinator habitat where you can during the challenge. These are some things to look for:

- [Milkweed](#) stems for eggs and larvae
- [Nectar plants](#) for adults
- [Habitat](#) in gardens, prairies, communities, along roadsides, as agricultural buffers...
- [Signs](#) indicating pollinator habitat

How can I help monarchs beyond the challenge? During your challenge, consider how you are already helping monarchs or extra steps you can take to conserve the monarch migration.

- [Plant](#) monarch habitat. This is one of the most important things you can do! Even a few backyard stems of milkweed can be vital to monarchs.
- Participate in [community science](#) and report your observations.
- [Learn more](#) about monarchs, their migration, and other pollinators.
- [Donate!](#) Consider a sustaining monthly donation to support habitat work all year long. Donate to the Miles for Monarchs team or donate to the group that encouraged you to participate in Miles for Monarchs.

How can I share my challenge? We encourage you to share on social media your challenge progress and information about monarchs as you participate. Below you will find some sample language, ideas for social media posts, and some graphics you can use - you are welcome to create your own as well!

- Share your journey - describe what you're doing, share pictures of the habitat you pass, and pass on facts you've learned about monarchs.
- Sample Hashtags:
 - #milesformonarchs #monarchjointventure #monarchconservation #monarchbutterfly #pollinators #pollinatorhabitat #plantnative #plantdiverse #plantmilkweed
- Sample language:
 - Did you know that a monarch butterfly can fly up to 25 miles daily? I will be walking/hiking/running a total of 25 miles from Aug 28 - Oct. 1 to help raise awareness for monarch butterflies.
 - Monarch butterflies journey up to 3,000 miles during their annual migration. I'm walking with people throughout the United States right now to try to make a journey that far to help raise awareness for monarchs and their migration!
 - This year, I'm joining fellow monarch lovers throughout the United States in running Miles for Monarchs to celebrate the monarch butterfly and its amazing migration.
 - The monarchs that make it to Mexico each year have never been there before! I don't think I could make it to another country without Google Maps! I'm participating in Miles for Monarchs and celebrating the fascinating journey that monarchs make and working to protect them.

The graphics below are created using [Canva](#). To download, click "file" in the upper left corner, then click "download." If you have any problems accessing these images, please contact Robert Seilheimer at development@monarchjointventure.org

- [Facebook Cover Photos](#)
- [Social media posts](#) - formatted for Instagram