

MISSOURIANS FOR MONARCHS

A Collaborative for Pollinators

MEMBERSHIP PACKET

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To become a member of the Missourians for Monarchs collaborative, please complete both the *Membership Application* and the *Memorandum of Understanding (MOU)* and email to:

Donnamarie H. Duffin, Monarch & Pollinator Coordinator
dduffin@pheasantsforever.org

A copy of the *Membership Application* is included in this packet or you can complete the [online application](https://moformonarchs.org/) on our website at <https://moformonarchs.org/>. Additionally, a copy of the *MOU* has been provided in the *Attachments* section of this packet.



OVERVIEW

Missourians for Monarchs is a collaborative of entities from conservation, agriculture, federal, state and local government, non-profit, utilities, agribusinesses, and local community organizations who are committed to monarch and pollinator conservation. The Collaborative formed in 2015 from a statewide grassroots initiative (now known as Monarchs and Pollinators Network) to address pollinator preservation. In August 2016, founding members signed a memorandum of understanding, formalizing the new Missourians for Monarchs Collaborative. Those same members committed to creating and maintaining 19,000 acres of pollinator habitat annually for the next 20 years.

In 2016, the Collaborative finalized a state conservation plan, *Missouri Monarch and Pollinator Conservation Plan*, making Missouri the first state in the nation to do so. Missouri's strategy for monarch butterfly conservation focuses on expanding and creating native milkweed and nectar blooming plant habitat necessary to support robust breeding and successful migration throughout the state. The Missouri Monarch and Pollinator Conservation Plan combines the efforts of multiple entities through awareness, education, volunteerism and non-regulatory, voluntary action.

Mission

Engage Missourians to increase and sustain habitat for monarch butterflies and pollinators through community involvement, and to seek ways for partners, communities and agencies to coordinate similar efforts.

Vision

Missourians will continue to appreciate the importance of monarch butterflies and pollinators generating a call to action resulting in increased conservation efforts to create and promote healthy habitats that support robust populations of these species and improve our local communities.





TOP 10 BENEFITS

TOP 10 BENEFITS FOR MEMBERS OF MISSOURIANS FOR MONARCHS COLLABORATIVE

1. Membership to an “Award Winning Collaborative.” The Missouri Chapter of The Wildlife Society awarded the Missourians for Monarchs collaborative with the 2019 G. Andy Runge Award for its “Significant contributions to conservation in Missouri.”
2. Access to both online and printed materials for habitat management guidelines, outreach materials, Best Management Practices, and other resource materials for your use to help educate and advance pollinator conservation.
3. Access to pollinator habitat monitoring protocols, training, and coordination of potential volunteers and data.
4. Opportunities to learn about funding prospects and programs available through government and NGO organizations.
5. Obtain timely updates from the Collaborative and its members through various channels, such as, social media, website, and mailing list.
6. Stay informed and participate in valuable conversations on hot topics regarding pollinator conservation.
7. Receive additional recognition/exposure for your organization at various events and presentations.
8. Provides additional avenues to share your organization's efforts and success stories for helping monarchs and pollinators.
9. Access to the Collaborative's website to market your organization's upcoming monarch and pollinator events.
10. Provides coordination among diverse stakeholder groups to help form lasting partnerships, as well as additional, professional networking opportunities.





KEY GOALS

KEY GOALS FOR MISSOURIANS FOR MONARCHS

- ✦ Prioritize monarch and pollinator habitat areas to include state lands and private acreages to help form corridors to connect fragmented habitats.
- ✦ Increase the general public's understanding of the plight of pollinators, the value of ecosystem services pollinators provide to human well-being, and how citizens can participate in sustaining and increasing monarch and pollinator populations.
- ✦ Improve availability of seeds and plants, coordinate habitat site identification, provide consistent messaging, and change the “aesthetic eye” of the average citizen toward native habitat for monarch butterflies and pollinators.
- ✦ Increase pollinator habitat in Missouri by 385,000 acres (19,000 acres per year) with 200 milkweed stems per acre over the next 20 years. This objective coincides with the U.S. Fish and Wildlife Service's 20-year national plan to develop 7 million acres of habitat with 1.25-1.5 billion milkweed stems.



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INTRODUCTION

Following a state summit of agencies, non-governmental organizations, businesses, landowners and others in 2015, a concerted effort was made to bring greater focus to the plight of the monarch butterfly and pollinators in Missouri. Missourians for Monarchs transformed from a grassroots organization to the moniker assigned to an overall statewide initiative supported by a formal Missourians for Monarchs Collaborative (referred to hereafter as “Collaborative”). From the many ideas generated during the summit emerged a vision of monarch and pollinator habitat conservation that would combine the efforts of multiple entities and individuals through awareness, education, volunteerism, and non-regulatory, voluntary action. In addition to the expectation that this effort will assist in monarch and pollinator conservation it is the hope that the actions of the Collaborative will render the need for listing the monarch butterfly under the Endangered Species Act unnecessary.

The work of the Collaborative is supported by a Missourians for Monarchs Steering Committee (referred to hereafter as “Steering Committee”). The Steering Committee also oversees the implementation of the Missouri Monarch and Pollinator Conservation Plan (referred to hereafter as “Plan”).

This Charter outlines the principles, guidelines, and protocols by which the Collaborative and Steering Committee conduct their activities.

MISSION

Engage Missourians to increase and sustain habitat for monarch butterflies and pollinators through community involvement, and to seek ways for partners, communities, and agencies to coordinate similar efforts.

VISION

Missourians will continue to appreciate the importance of monarch butterflies and pollinators generating a call to action resulting in increased conservation efforts to create and promote healthy habitats that support robust populations of these species and improve our local communities.

SCOPE

SPECIES | Monarch butterflies and pollinating insects, recognizing that conservation solutions for these insects should also benefit other native invertebrates, vertebrates, and the overall ecological and environmental functionality of land where monarch and pollinator habitat improvements have been made in Missouri.

GEOGRAPHY | Missouri, collaborating with neighboring states and the larger monarch flyway region as appropriate.





ATTACHMENT 1 CHARTER

STAKEHOLDERS | The Missourians for Monarchs Collaborative, which includes representatives from agriculture, conservation, community science groups, youth groups, beekeepers, utilities, academia, government and other interested parties.

ACTIONS | Representing and informing the Collaborative members and ensuring implementation of the Plan.

FOCAL AREAS | Focal areas may evolve over time; initial focal areas, as outlined in the plan, include habitat creation and enhancement, collaboration with partners, outreach and education, and of science and research.

OBJECTIVES

The Steering Committee exists to support the Plan-related work of Collaborative members, to foster communication and collaboration among and between Collaborative members, and to ensure implementation of the Plan. Therefore, the Steering Committee will

- Develop and adopt rules and procedures for determining membership and decision-making.
- Determine evaluation metrics.
- Develop methods for including or removing collaborator organizations/initiatives.
- Create or dissolve advisory working groups as needed.
- Continually document and evaluate accomplishments of Collaborative members to fulfill the Plan.

The Steering Committee will encourage collective action to accelerate and extend the implementation of voluntary monarch conservation efforts to attain Plan goals. The Steering Committee recognizes the need to learn from and test the effectiveness of conservation efforts over time through accepted methods. The members of the Steering Committee and Collaborative will evaluate their success in achieving these objectives over time and their effectiveness in contributing to a sustainable monarch population.

SHARED PRINCIPLES

The Collaborative and its Steering Committee are founded upon the following principles for membership and collaborative engagement on issues related to Monarch populations.

- Members of the Collaborative and its Steering Committee commit to being science-based and outcomes-based with respect to an understanding of factors and solutions that influence monarch and pollinator conservation.
- Members of the Collaborative and its Steering Committee commit to understanding each other's interests, respecting that interests can be divergent, and working toward solutions that value these various interests, including interests related to environmental, social and economic viability.





ATTACHMENT 1

CHARTER

- Members of the Collaborative and its Steering Committee commit to working toward common-ground, voluntary solutions where shared interests and agreement on current science exists and recognize full agreement on all issues is not necessary to pursue specific opportunities for collaboration on certain issues.
- Members of the Collaborative and its Steering Committee recognize the value of building upon and collaborating with existing efforts addressing monarch and pollinator conservation.
- To the extent which the Collaborative and its Steering Committee discuss policy solutions, the Steering Committee will ensure up-front any members who may have a conflict of interest can participate in an advisory or ex-officio manner.

GROUND RULES

The following guidelines are intended to foster productive and collaborative working relationships among members of the Collaborative and its Steering Committee.

1. **OPENNESS** | Remain open to outcomes while striving for collective, common-ground solutions. This requires trust, integrity, respect, and assumption of good intent.
2. **CONFIDENTIALITY AND ATTRIBUTION** | Discussions are off the record and not for attribution – feel free to express your views, use discretion when characterizing the Collaborative and its Steering Committee to others. Consult the Media Protocols section of this charter when engaging with media.
3. **PERSPECTIVES** | Be mindful of the presence of multiple backgrounds and areas of expertise represented in the Collaborative and its Steering Committee – respect different perspectives and avoid the use of acronyms and technical language from your field. Agree, but succinctly; disagree, but judiciously.
4. **PARTICIPATION** | Prepare for and actively participate in meetings. Be present; be respectful regarding use of smart phones and other technologies. Listen with attention; speak with brevity, clarity, honesty.
5. **FOCUS** | Respect time commitments in the agenda and maintain focus on the issues and objectives of supporting fulfillment of the Plan.

MEDIA PROTOCOLS

Media protocols are provided to ensure that members of the Collaborative and its Steering Committee utilize approved messages and processes when communicating on behalf of the Collaborative and that individual member's interests are protected through the accurate characterization of their association with the Collaborative and its Steering Committee.

- Use only pre-approved messaging that has been agreed upon by the Steering Committee when characterizing the Collaborative on behalf of its members, and when characterizing the roles and commitments of members.





- Modifications to the Missourians for Monarchs logo must be approved by the Steering Committee.
- Members should be clear to delineate your/your organization's own opinion or interest from the agreed-upon messaging of the Collaborative.
- Do not characterize or attribute the opinions or positions of other Collaborative and Steering Committee members without their consent.
- Press releases of/on behalf of the Collaborative will be agreed to by the Steering Committee and reviewed by Steering Committee members prior to their release. Releases will be submitted by a designated Steering Committee or staff member on behalf of the Collaborative.
- A Steering Committee or staff member will coordinate the development, review, and submission of talking points and media releases under a timely process.
- Individual Collaborative/Steering Committee members should not make official announcements on behalf of the Collaborative. Members planning their own media releases and/or other formal communications that reference or characterize the Collaborative or its Steering Committee—including but not limited to web copy and presentations—should include language agreed upon by the Steering Committee. A designated Steering Committee or staff member will review the materials for consistency with agreed-upon messaging and, where necessary, coordinate with Collaborative or Steering Committee members for further review.

If a member receives a media inquiry, he/she is encouraged to coordinate with the designated Steering Committee or staff member prior to providing answers to interview questions; you may also feel free to refer the inquiry directly to the designated Steering Committee or staff member.

ORGANIZATIONAL COMPONENTS

COLLABORATIVE STAFF

The Steering Committee agreed paid positions would be critical in fulfilling the goals of the Plan. The paid positions include a full-time Monarch and Pollinator Conservation Plan Coordinator (referred to hereafter as "Monarch and Pollinator Coordinator") and a part-time Communications Coordinator.

Each position is overseen by a Council of Administration (referred to hereafter as "Council"), which is comprised of members from the Steering Committee, who are providing a minimum of 10% of funding towards the position. Each position has a unique and separate Council.

The Councils are directly charged with reviewing the annual workplans; however, the Steering Committee is provided the opportunity to review and comment on the workplans annually prior to its approval by the respective Council. Steering Committee members have two weeks to review and provide comments to the workplans, which will then be approved by the Councils via consensus. The scope of work for each position's workplan will be developed from the Goals and Objectives in the Plan. Both the Monarch and Pollinator Coordinator and the Communications Coordinator will attend the Missourians for Monarchs Steering Committee meetings.





ATTACHMENT 1 CHARTER

Any Steering Committee member may receive monthly work reports from either position and comment on them directly to the Steering Committee or Council. Any member of the Steering Committee may approach the Council at any time if they have concerns about the direction of staff positions.

Protocol for administration, supervision, and funding of additional staff is continually reviewed by the Steering Committee.

STAKEHOLDERS

Stakeholders include the Missourians for Monarchs Collaborative, and all Missouri citizens with an interest in participating in the collaborative, which includes representatives from agriculture, conservation, citizen science groups, youth groups, beekeepers, the transportation and utility sectors, academia, and other interested parties.

Conditions of membership | Participation in the Collaborative as a stakeholder is open to individuals and organizations with demonstrated interest in working collaboratively to advance the mission and objectives of the Missouri Monarch and Pollinator Plan and abide by shared principals of this charter.

Adding new members | New members with a demonstrated interest in monarchs and pollinators will be added as interest is expressed. There will be no membership fee required, only a willingness to collaborate and become signatory to the MOU.

COLLABORATIVE

The Collaborative includes a broad range of organizations interested in working collaboratively to advance the conservation of monarchs and pollinators. The Collaborative supports the mission and objectives defined in this Charter and is guided by the principles, guidelines, and media protocols. The primary functions of the Collaborative are information exchange, coordination, and collaboration to amplify new and existing conservation efforts.

Conditions of membership | Participation in the Collaborative is open to organizations with demonstrated interest in working collaboratively to advance the mission and objectives of the Collaborative.

Adding new members | New members will be added upon review by the Steering Committee.

STEERING COMMITTEE

Collectively, the Steering Committee includes diverse expertise and stakeholder perspectives on issues related to the conservation goals of the Plan. The Steering Committee is comprised of a subset of individuals who attended the Monarch and Pollinator Summit in July 2015 (all Summit participants were invited to serve on the Steering Committee), or thereafter expressed interest in being a part of the Steering Committee.

Composition | The Steering Committee will strive to include active members of each of the following sectors: seed/plant growers, volunteer organizations, conservation organizations, agriculture organizations, youth organizations, academia, utilities and rights-of-way, state and federal government and agribusiness.





ATTACHMENT 1

CHARTER

Adding new members | New members will be added upon review by the Steering Committee. A current listing of Steering Committee members will be maintained by the Communications Coordinator.

Attendance and Inactivity | Steering Committee members who miss two consecutive meetings will be contacted by the Monarch and Pollinator Coordinator and/or another designated Steering Committee member to discuss their interest in continued participation at the Steering Committee level, barriers to participation and how they could be addressed, and willingness to retire their seat to another representative. This information will be communicated back to the Steering Committee so the Committee can, at its discretion, identify the appropriate action or request regarding continued membership for the inactive member.

Removal of Members | Removal of Steering Committee members may occur due to inactivity or due to failure of the member to adhere to the Shared Principles and/or Ground Rules contained in this Charter. The member in question may choose to remove themselves voluntarily from the Committee or may request a conflict resolution process. Removal of a member requires approval of a two-thirds majority of the Steering Committee, and when possible, inclusive of at least one representative of each sector.

Roles and Responsibilities | The Steering Committee is the primary decision-making body of the Collaborative, working to fulfill the Goals and Objectives of the Plan and encouraging collaboration with the Collaborative as a whole. Steering Committee members are expected to attend all Steering Committee meetings (or send a fully informed proxy) and honor all aspects of this Charter.

Meetings | It is anticipated that the Steering Committee will meet in-person at least 3 times per calendar year with one of the meetings coinciding with the Collaborative's Annual Meeting. The meeting location will be conducive to the majority of Steering Committee members or to a particular meeting agenda item, e.g., a meeting held in a field location. Each meeting will be chaired by a rotating chairperson selected by the Steering Committee at the prior meeting. The chair shall help select a meeting date based on a poll of Steering Committee members, secure a meeting location, ask for RSVPs, make arrangements for meals, solicit members and staff for agenda topics, develop an agenda and bring copies to the meeting, announce the meeting to the membership and chair the meeting.

Decision-making | The Steering Committee will strive for consensus in all decisions. Consensus is determined through Steering Committee member voting and is defined as an agreement in which participants can support or abide by and to which they do not formally object. The Committee agrees to document every decision that happens in Steering Committee meetings, with a brief summary of the discussion that went into the decision.

Voting | Consensus-building approach aims for 100% *In Favor* or *Can Live With* votes for a decision for voting members (See Table 1). In the absence of a consensus, and unless otherwise specified, all decisions require approval of a two-thirds majority of the Steering Committee. Voting can be conducted either in-person during a Steering Committee meeting or via online polling. If voting is conducted during a Steering Committee meeting, Steering Committee members (or fully informed proxy) must be present to vote.





Voting Specifications	
Thumbs Up	In Favor
Thumbs Sideways	Can Live With this decision
Thumbs Down	I don't support (further discussion will ensue)

Table 1.

Quorum | The presence of at least 50% of current Steering Committee members or their fully informed proxies constitutes a quorum.

WORKING GROUPS

Topical working groups may be formed based on interest and willingness of members of the Collaborative. Working groups may be formed or dissolved as needed by the Steering Committee, with formation or dissolution taking place via Steering Committee consensus, or, in absence of a consensus, two-thirds majority approval. If it is desired to add new members to a working group, or if inactivity of a member in a working group is an issue, guidelines for adding members/dealing with inactivity/removing a member as listed above for Steering Committee members, can be followed for working groups.

CONFLICT MANAGEMENT PROCESS (FOR STEERING COMMITTEE OR A WORKING GROUP)

Step 1 | Refer to Shared Principles and Ground Rules in this Charter. If this does not resolve it, progress to Step 2.

Step 2 | Call for a Steering Committee group discussion and call for consensus. If consensus is not possible, then the Steering Committee will vote.

FUNDING

Funding for the Collaborative and its Steering Committee will be identified from member organizations as well as other interested funding sources. A duty of the Monarch and Pollinator Coordinator or other staff may be fundraising. To promote shared ownership of the Collaborative's and Steering Committee's efforts and to ensure viability, members will be encouraged to provide reasonable resources to help support the Collaborative and its Steering Committee, which may include financial contributions or in-kind support.





ATTACHMENT 2

MEMORANDUM OF UNDERSTANDING

MEMORANDUM OF UNDERSTANDING (MOU)

This Memorandum of Understanding (MOU) is entered into, by and between partners of the Missourians for Monarchs (Collaborative), working under the laws and authorities of the state of Missouri and the United States Government, whose mission is to engage Missourians to increase and sustain habitat for monarch butterflies and pollinators through citizen involvement, and to seek ways for partners, communities, and agencies to coordinate similar efforts. Partners of the Collaborative share a mutual concern about the importance of Missouri's monarch butterfly and pollinator populations and the habitats they depend on.

This MOU outlines a working agreement between Collaborative members as it relates to the Missourians for Monarchs' *Missouri Monarch and Pollinator Conservation Plan*. It establishes a framework of cooperation among partners to maintain and increase monarch and pollinator habitat. This MOU will start on August 12, 2016 and run through December 31, 2026.

RESPONSIBILITIES OF COLLABORATIVE PARTNERS

The Collaborative partners mutually agree:

1. To support habitat goals of the Missourians for Monarchs State Monarch and Pollinator Conservation Plan for Missouri.
2. To provide guidance and support to stakeholders interested in helping restore monarch and pollinator habitat.
3. To work together to build capacity for conservation program delivery to private landowners and to manage Rights-of-Way (ROW) and public lands to meet the habitat goals of the plan.
4. To work through the M4M Steering Committee, guided by the Collaborative charter (Appendix B), to implement the goals and objectives of the plan.
5. To annually review the progress of programs or projects developed under this MOU and plan future program and project direction as appropriate.
6. To provide recognition of each party's contribution on all projects or programs conducted under this MOU.
7. This MOU is not a funds obligation document. Any endeavor that involves the contribution of funds or transfer of value between parties will be outlined in separate agreements between the involved parties.
8. This is a cooperative venture of the parties. Personnel of all participating organizations shall remain employees and/or volunteers of their respective organizations while addressing the goals and objectives of the plan.





ATTACHMENT 2 MEMORANDUM OF UNDERSTANDING

MEMORANDUM OF UNDERSTANDING (MOU) (SIGNATURE PAGE)

In witness whereof, the parties to this MOU through their duly authorized representatives have executed this MOU on the date indicated below, and certify they have read, understand, and agree to the terms and conditions of this MOU as set forth herein.

Organization

Name and Title (Print)

Signature

Date





ATTACHMENT 3 COLLABORATIVE MEMBERS

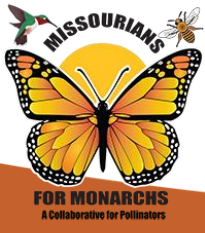
LIST OF CURRENT COLLABORATIVE MEMBERS

January 2021

This MOU may be modified with written and signed approval from all the undersigned partners.

1. Ameren Missouri
2. Associated Electric Cooperative Inc. & Association of Missouri Electric Cooperatives
3. Bayer
4. Burroughs Audubon of Greater Kansas City
5. City of Branson
6. City of Columbia
7. Conservation Federation of Missouri
8. Deep Roots
9. Environmental Defense Fund
10. Evergy
11. Heartland Conservation Alliance
12. Master Naturalists and Gardeners
13. MFA Incorporated
14. Missouri Botanical Garden
15. Missouri Cattlemen's Association
16. Missouri Conservation Heritage Foundation
17. Missouri Corn Merchandising Council, Missouri Soybean Merchandising Council
18. Missouri Department of Agriculture
19. Missouri Department of Conservation
20. Missouri Department of Natural Resources
21. Missouri Department of Transportation
22. Missouri Farm Bureau
23. Missouri Native Seed Association
24. Missouri Prairie Foundation
25. Missouri River Bird Observatory





ATTACHMENT 3 COLLABORATIVE MEMBERS

26. Missouri State Beekeeper's Association
27. Mizzou Botanic Garden
28. Monarchs & Pollinators Network - Master Naturalists & Gardeners
29. MU - Extension Cole County
30. MU - Extension, Jackson County
31. National Wildlife Federation
32. Native Plants and More
33. Natural Resources Conservation Service
34. Quail Forever & Pheasants Forever
35. Saint Louis Audubon Society
36. Saint Louis County Parks
37. Saint Louis County Parks Children's Garden Club
38. Saint Louis Zoo
39. U.S. Fish & Wildlife Service - Partners for Fish & Wildlife Program
40. University of Missouri - College of Agriculture, Food and Natural Resources
41. University of Missouri - Mizzou Botanic Garden
42. Vintage Homesteader





ATTACHMENT 4 MEMBERSHIP APPLICATION

Organization Name: _____

Organization Sector (Check all that apply):

- Academia
- Agribusiness
- Agriculture
- Conservation
- Government (Federal, State, or Local)
- Seed/plant Growers
- Utilities and/or Rights-of-Way
- Volunteer Organization
- Youth Organization
- Other (Please specify) _____

Primary Contact Name: _____

Primary Contact Title: _____

Primary Contact Phone: (O) _____ Check if this is your preferred contact number
(C) _____ Check if this is your preferred contact number

Primary Contact E-mail: _____

Organization Mailing Address: _____

Organization Website: _____

Facebook: _____ Instagram: _____

Twitter: _____ YouTube: _____





ATTACHMENT 4

MEMBERSHIP APPLICATION

Ways your organization wishes to participate in Missourians for Monarchs (i.e. create monarch habitat, public education, seed collection, organize community efforts, research, etc.)?

Are there any resources/information/needs you hope Missourians for Monarchs can help your organization to achieve its goals?

Are there any resources/information/support or other contributions your organization wishes to provide to Missourians for Monarchs?

Additional comments?

