Illinois Monarch Project

Community Engagement Strategy

Illinois Monarch Project
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What is the Illinois Monarch Project?
The Illinois Monarch Project (IMP) is a coalition of agencies, organizations, and individuals working together, through collaborative and coordinated efforts, to help monarchs thrive throughout Illinois.

Vision

Inspired Illinoisans fostering a culture of conservation and ensuring future biodiversity through engagement in monarch butterfly and pollinator habitat initiatives.

Mission

Helping monarch butterflies thrive throughout Illinois by collaborating on conservation activities and encouraging engagement by public and private landowners across diverse urban and rural landscapes.

Goals

- 1.3 billion additional milkweed stems regionally by 2038.

- 150 million additional milkweed stems in Illinois by 2038.

Illinois Monarch Project Community Engagement Strategy
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What is the IMP Community Engagement Strategy?
The Illinois Monarch Project's (IMP) Community Engagement (CE) Strategy is designed to align IMP education and engagement initiatives with the IMP's mission and goals. The strategy is a tool designed to be used by IMP educators and engagement specialists when developing IMP programming to ensure that each CE initiative is aligned with IMP goals and meets audience needs.

Illinois Monarch Project's
Four Fundamental Community Engagement Outcomes
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The IMP CE Strategy is centered on four fundamental learning outcomes. All engagement and education programs and projects will incorporate as many of the first three outcomes as is relevant and appropriate to their scope, with the fourth outcome to be included in all programs and projects.

- **Understanding connections** between monarchs, your life, our shared environment and the need to protect and sustain Illinois breeding and feeding habitat for monarchs.

- **Empathy** for monarchs that inspires Illinois citizens and partners to engage in monarch butterfly conservation.

- **Taking action** that leads to an increase in Illinois breeding and feeding habitat for monarchs.

- **Identifying** the Illinois Monarch Project as the coordinated state-wide Illinois effort to help monarchs thrive throughout Illinois.

Illinois Monarch Project's
Community Engagement Project Development Process
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What is the IMP Community Engagement (CE) Project Development Process?
The following is the step-by-step process for developing an education or engagement program or project for IMP. This process is intended to standardize IMP programming in terms of approach and striving, in a unified front, toward the same goal. The following is an explanation of each step. Once the steps are understood, use the project development template (p. 7) to develop your program or project and tailor it to your specific audience.

Step One: Audience Research

1) **Familiarize Yourself with the Community**
   Familiarize yourself with the community you will be serving, including the populations, organizations and possible strategic partners within. To consider:
   - What are the demographics?
   - Who are the most influential and prominent community organizations?
   - Which partnerships might make the most strategic sense?

2) **Choose Your Audience**
   Once you have an understanding of your community and possible strategic partners, select the audience or the partner organization for whom or with whom you will develop your program.

3) **Perform a Needs Assessment**
   Perform a needs assessment of your audience or partner organization. Understanding your audience's needs, goals, and concerns will allow you to design your program to fulfill both your audience/partner organization's needs while simultaneously accomplishing the goals of the IMP.
   - What are their needs?
   - What are their objectives?
   - What are their concerns?

Step Two: Project Development

1) **Set Goals**
   The goal for your project is a big, lofty statement about what you want your project to accomplish. See Appendix A, "Creating Goals and Objectives" for further explanation. You will write your goal using this format:

The goal of this project is to *(insert goal of your audience/partner organization)* **through** *(insert action relating to the IMP education and engagement outcomes)*.

Example: The goal of this project is to help families bond through the creation and care of a monarch waystation.

2) **Outline Your Project**
   Determine what action items you will take, what actions your project will include to achieve your goal.

   Example: Create brochures about monarchs, organize a monarch garden planting day, read aloud picture books about monarchs.

3) **Connect Your Project to IMP's Outcomes**
   *Determine how these action items connect to IMP's community engagement outcomes. You should strive to include as many of these outcomes as is appropriate in each project. The fourth outcome, "identifying IMP as the coordinated state-wide monarch effort" should **always be included in every project**.*

   Example:

Understanding connections between monarchs, your life, our shared environment and the need to protect and sustain Illinois breeding and feeding habitat for monarchs.	Performing an activity that emphasizes the importance of pollinators to our food production.
Empathy for monarchs that inspires individuals and organizations in Illinois to engage in monarch butterfly conservation.	Performing an activity that explains the monarch caterpillar's dependence on milkweed.
Taking action that leads to an increase in Illinois breeding and feeding habitat for monarchs.	Making seed balls.
Identifying the Illinois Monarch Project as the coordinated state-wide Illinois effort to help monarchs thrive throughout Illinois.	-Introducing myself as a member of IMP -Explaining who IMP is and what IMP does -Including the IMP logo and slogan on workshop handouts.

4) **Gain-Frame Your Project**
   Projects that begin from or are centered on a loss-frame (i.e. Help, the monarchs are dying! Monarchs may not be around in XX number of years. Monarchs have lost XX% of their habitat over XX number of years) have a hard time inspiring participants to solutions-oriented action. Participants come away from projects centered on loss only remembering the problem and not the actionable solutions. Therefore, IMP asks that you

center your project on a gain-frame (i.e. You can help us save the monarch! You can help make your community healthier! You can spend more time out in nature! You can create an easy activity for you and your family to participate in with a native wildflower and milkweed garden!)

5) **Align with Objectives**
*Finally, align your project to **one or more** of IMP's measurable objectives. Measurable objectives will be your project's performance yardstick to determine if your project has achieved its goals. Projects should be aligned with one or more of the following objectives:*

1) 70% of participants will actively engage in behaviors leading to an increase in Illinois breeding and feeding habitat for monarchs.
2) 75% of participants will be equipped and inspired to actively engage in monarch butterfly conservation.
3) 80% of participants will actively engage in behaviors that protect and sustain Illinois breeding and feeding habitat for monarchs.

For more information on creating objectives, see Appendix A, Creating Goals and Objectives.

Step Three: Project Delivery
To make your project as effective as possible, IMP projects should include credible, emotional, and logical appeals to your audience. Before executing your project, go through the provided rubric to ensure that your project delivery will include all of these appeals.

1) **Credible Appeal**
Competence: How will you show that you/IMP are notable in the field or knowledgeable in the subject matter?
Character: How will you show you/IMP has integrity, honesty, compassion and respect?
Goodwill: How will you show concern for your audience, their needs and best interest?

2) **Emotional Appeal**
Empathy: How will you inspire empathy for monarchs? How will you show you are empathetic towards your audience's needs?
Hope: How does your project inspire hope, emphasizing the good we can do, rather than the problems that exist?
Empowerment: Does your project make your audience feel like they can make a difference? Enrich their lives?

3) **Logical Appeal**
Clear and Reasonable: Is the information presented in a way that's clear and relevant to your audience?
Achievable and Measurable: Can you measure the outcomes of your project? Are your measurable objectives achievable?

Illinois Monarch Project's
Community Engagement Project Development Template
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What is the IMP Community Engagement (CE) Project Development Template?
The following is the template to use when developing a CE program or project for IMP. This template is intended to standardize IMP programming in terms of methods, process, and objectives across all IMP CE initiatives, while allowing individual presenters the ability to alter programming to their specific audience. For reference, Appendix B is a completed project template to give you an idea of how to use this template.

Step One: Audience Research	
1) Familiarize Yourself with the Community	
• What are the demographics? • Who are the most influential and prominent community organizations? • Which partnerships might make the most strategic sense?	
2) Choose Your Audience	
• Are you partnering with an organization? • Who have you selected as your audience? Who are you serving?	
3) Perform a Needs Assessment	
• What are your audience's/strategic partner's goals? • What are their objectives? • What are their concerns?	

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Step Two: Project Development

1) Set Goals

• Why are you doing the project? • What is its purpose? • How does your project meet both the goals of your audience *and* the goals of IMP?	**To** *(goal of audience/partner organization)* **through** *(action relating to IMP educational/outreach outcomes)*:

2) Outline your Action Items

• What are the steps you will take, the actions you will perform throughout your project to achieve your goals?	

3) Connect Your Project to IMP's Outcomes

All projects should incorporate as many of the following outcomes as is relevant and appropriate to the scope of the project, keeping in mind that *the fourth outcome must be included in all CE projects.* Use the space provided to outline the ways you will meet as many IMP educational outcomes in your project as possible.

Understanding Connections between monarchs, your life, our shared environment and the need to protect and sustain Illinois breeding and feeding habitat for monarchs.	
Empathy for monarchs that inspires individuals and organizations in Illinois to engage in monarch butterfly conservation.	
Taking action that leads to an increase in Illinois breeding and feeding habitat for monarchs.	
Identifying the Illinois Monarch Project as the coordinated state-wide Illinois effort to help monarchs thrive throughout Illinois.	

4) Gain-Frame Your Project	
• How will you make your project hopeful and solutions-first (solutions-centered, solutions-centric, and solutions-focused)?	
5) Align with Objectives	
• Which one (or more) of the measurable IMP objectives will you be using a yardstick to measure your project's success? (see Appendix A)	

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Step Three: Project Delivery
Your projects should have credible, emotional, and logical appeals to your audience. Work through this checklist to be ensure the delivery of your project will include these appeals.

1) Credible Appeal	
Competence: How will you show that you/IMP are notable in the field or knowledgeable in the subject matter?	
Character: How will you show you/IMP has integrity, honesty, compassion and respect?	
Goodwill: How will you show concern for your audience, their needs and best interest? (Reminder: the goal of your project should be geared toward helping fulfill the needs and goals of your audience)	

2) Emotional Appeal	
Empathy: How will you inspire empathy for monarchs? How will you show you are empathetic toward your audience's needs?	
Hope: Is your project geared toward a gain-frame? Emphasizing the good we can do, rather than the problems that exist?	
Empowerment: Does your project make your audience feel like they can make a difference? Enrich their lives?	

3) Logical Appeal	
Clear and Reasonable: Is the information being presented in a way that's understandable and relevant to your audience?	
Achievable and Measurable: Can you measure the outcomes of your project (you should have made it measurable with your objectives)?	

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Appendix A: **Creating Goals and Objectives**

What are Goals and Objectives?

There is a similarity between goals and objectives. To some degree, they both describe the intended purpose and expected result of your project. Goals are the big, lofty wishes you have for your project. Objectives are the specific indicators you will use to determine if you have met your goals.

Goals relate to the mission.

- You may find it helpful to phrase your goal using the following formula: The goal of this project is to [*insert goal of audience/partner organization here*] through [*action relating to IMP educational/outreach outcomes*].
- Is your goal tied both to the goals/needs of your audience/partner organization and IMP's goals?
- Is your Goal Statement a broad, general statement of what the project or activity intends to accomplish?
- Does your goal describe a broad outcome and concept (what you want participants to learn, do, think or feel) expressed in general terms?
- Does your goal provide a framework for determining specific project objectives?
- Does your goal support the mission of the project and/or the organization?

Objectives relate to the goals.

Community engagement and outreach specialists, educators and interpreters affiliated with the Illinois Monarch Project will structure and implement projects that align with one or more of the following objectives:

4) 70% of participants will actively engage in behaviors leading to an increase in Illinois breeding and feeding habitat for monarchs.

   o Possible behaviors:
     - Planting butterfly gardens and/or milkweed
     - Certifying Monarch Waystations
     - Advocate for a change in weed ordinances

5) 75% of participants will be equipped and inspired to actively engage in monarch butterfly conservation.

   o Possible behaviors
     - Participate in population counts
     - Commit to a pledge program such as the "Mayor's Pledge"
     - Promote awareness through art, literature, social media etc.

6) 80% of participants will actively engage in behaviors that protect and sustain Illinois breeding and feeding habitat for monarchs.

   o Possible behaviors
     - Advocate for and inspire a change in mowing and horticulture care practices
     - Adopt and implement pesticide-free and herbicide-free gardening techniques

Appendix B:
Community Engagement Project Development Template (SAMPLE)

Below is a sample template was filled out for a pollinator garden project done in conjunction with Cantata Senior Living Residence. This sample is to give you an idea of how this template can be used.

Step One: Audience Research	
1) Familiarize Yourself with the Community	
• What are the demographics? • Who are the most influential and prominent community organizations? • Which partnerships might make the most strategic sense?	*Possible strategic partnerships in the area: Boy Scout Groups, Libraries, Community Centers, CSS Services, Senior Living Facilities*
2) Choose Your Audience	
• Are you partnering with an organization? • Who have you selected as your audience? Who are you serving?	*We will be partnering with the Cantata Senior Living Community to serve their residents, being persons aged 50+ living in assisted and independent housing at the Cantata Senior Living site.*
3) Perform a Needs Assessment	
• What are your audience's/strategic partner's goals? • What are their objectives? • What are their concerns?	*Cantata's goal: To enrich the lives of Cantata's residents by providing them with access to an underutilized area of their campus.*

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Step Two: Project Development	
1) Set Goals	
• Why are you doing the project? • What is its purpose? • How does your project meet both the goals of your audience *and* the goals of IMP?	**To** *(goal of audience/partner organization)* **through** *(action relating to IMP educational/outreach outcomes)*: To **enrich the lives of the Cantata Senior Living residents** through **the creation of a pollinator-friendly garden.**
2) Outline your Action Items	
• What are the steps you will take, the actions you will perform throughout your project to achieve your goals?	*-Give presentation on pollinators to residents.* *-Create signage connecting pollinators to Cantata's 4 Best Life Pillars* *-Host a planting day for residents and their families*
3) Connect Your Project to IMP's Outcomes	
All projects should incorporate as many of the following outcomes as is relevant and appropriate to the scope of the project, keeping in mind that **the fourth outcome must be included in all C&E projects.** Use the space provided to outline the ways you will meet as many IMP educational outcomes in your project as possible.	
Understanding Connections between monarchs, your life, our shared environment and the need to protect and sustain Illinois breeding and feeding habitat for monarchs.	*The presentation on pollinators will emphasize pollinators' importance to our food supply.*
Empathy for monarchs that inspires individuals and organizations in Illinois to engage in monarch butterfly conservation.	*Signage will focus on creating empathy for pollinators, especially explaining how monarch caterpillars need milkweed for food.*
Taking action that leads to an increase in Illinois breeding and feeding habitat for monarchs.	*The planting of the garden with milkweed and native wildflowers will increase Illinois breeding and feeding habitat for monarchs.*
Identifying the Illinois Monarch Project as the coordinated state-wide Illinois effort to help monarchs thrive throughout Illinois..	*I will introduce myself as a part of IMP when giving presentations and meeting those involved with the project. I will explain who the IMP is and what the IMP does. The IMP logo will be included on handouts, in my email signature, and on signage.*

4) Gain-Frame Your Project	
• How will you make your project hopeful and solutions-first (solutions-centered, solutions-centric, and solutions-focused)?	*The project is geared toward equipping participants with knowledge on how they can make a difference (planting milkweed). I do not start off my presentation with how monarchs are in decline or how much of their habitat has been destroyed, nor do these facts make up a large part of my project. My project is mostly focused on giving people the skills to appreciate and help monarchs.*

5) Align with Objectives	
• Which one (or more) of the measurable IMP objectives will you be using a yardstick to measure your project's success? (See Appendix XX)	1. *Cantata Senior Living Residence will engage in 1 type of gardening action to support pollinators.* 2. *15% of residents will participate in yearly gardening efforts.* 3. *60% of residents will use the garden as an outdoor space for relaxation and recreation.*

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Step Three: Project Delivery	
Your projects should have credible, emotional, and logical appeals to your audience. Work through this checklist to be ensure the delivery of your project will include these appeals.	
1) Credible Appeal	
Competence: How will you show that you/IMP are notable in the field or knowledgeable in the subject matter?	*In all of my programming, I will establish that this project is put on with the help of IMP. I will explain who IMP is and that we are a powerful network of citizens, organizations, and government bodies working together for monarch conservation. I will include IMP branding on all deliverables (signs, handouts, etc.).*
Character: How will you show you/IMP has integrity, honesty, compassion and respect?	*My project goals are aligned with the needs and goals of my audience—creating an outdoor space for residents—which shows my compassion and respect for my audience's needs. I will be honest about the limits of my knowledge.*
Goodwill: How will you show concern for your audience, their needs and best interest? (Reminder: the goal of your project should be geared toward helping fulfill the needs and goals of your audience)	*My project goals are aligned with the needs and goals of my audience—creating an outdoor space for residents—which shows my concern for my audience, their needs and best interest.*
2) Emotional Appeal	
Empathy: How will you inspire empathy for monarchs? How will you show you are empathetic toward your audience's needs?	*Many of the signs will detail aspects of a monarch's life, allowing the audience to "walk a mile in a monarch's shoes," inspiring empathy. Again, with my goal being aligned with my audience needs, I am showing empathy for my audience's needs.*
Hope: Is your project geared toward a gain-frame? Emphasizing the good we can do, rather than the problems that exist?	*I will be talking about the good we can do with this garden, not focusing on the problems that face monarchs.*
Empowerment: Does your project make your audience feel like they can make a difference? Enrich their lives?	*The creation of the garden will enrich my audience's lives, giving them a green space to access. I am equipping my audience with the knowledge they need to plant additional pollinator gardens, empowering them to take further action to support pollinators. I also will tie the impact their garden will have to the impact all of the IMP gardens will have—power in numbers will show them they are a part of a powerful movement.*
3) Logical Appeal	
Clear and Reasonable: Is the information being presented in a way that's understandable and relevant to your audience?	*Our signage will tie information about pollinators to Cantata's 4 "Best Life Pillars," showing how pollinators are relevant to life at Cantata. I will make sure my signage, presentations, and all other deliverables are structured in a clear and organized manner.*

Achievable and Measurable: Can you measure the outcomes of your project (you should have made it measurable with your objectives)?	Yes, I have created measurable outcomes, and I believe they are achievable.

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Appendix C: **Additional Resources**

- Allison Ledgerwood's TEDtalk Getting stuck in the negatives (and how to get unstuck) TEDxUCDavis outlines the psychological theories behind gain-framing.
  https://www.youtube.com/watch?v=7XFLTDQ4JMk

- Message framing and buying behavior: A field experiment; Science Direct
  https://www.sciencedirect.com/science/article/abs/pii/0148296393000383

- The Psychology of Sustainable Behavior, Minnesota Pollution Control Agency, September 2009
  - Chapter 7: Balance urgency with realistic hope (gain framing)
    - Have a positive vision that emphasizes solutions (25) (gain framing)
    - Show people that they're not alone (26) (identifying IMP)
  - Chapter 1: Make sustainable behavior the social default
    - Communicate normative information (7) (identifying IMP)
  - Chapter 2: Emphasize Personal Relevance (12) (align with your audience's needs)

- The Strategic Use of Gain- and Loss-Framed Messages to Promote Healthy Behavior: How Theory Can Inform Practice
  - Alexander J. Rothman1 , Roger D. Bartels1 , Jhon Wlaschin1 , & Peter Salovey2 1
  - Department of Psychology, University of Minnesota, Minneapolis, MN 55455 2
  - Department of Psychology, Yale University, New Haven, CT 06520
  - https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.385.3483&rep=rep1&type=pdf

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