

## HOW-TO GUIDE:

A Practical Guide to Turning Ideas Into Action

# Empowering Communities to Fight the Biodiversity and Climate Crises

↳ [Monarchs Matter](#)



*As a youth-led organization, Monarchs Matter believes in the power of young voices and communities to drive positive change.*

Monarchs Matter is a nonprofit organization dedicated to sharing the captivating story and metamorphosis of the endangered monarch butterfly to inspire action on the climate crisis, a major driver of the 80–99% monarch decline. As a widely recognized flagship species, monarchs serve as a tangible and resonant symbol of the broader biodiversity-climate nexus. Through hands-on education — from raising and tagging monarchs to restoring habitat — we empower communities to protect monarchs and the one million species worldwide threatened by climate change.

## Replicate This!

### How To Get Started

- 1 Identify a focus species.
- 2 Brainstorm and develop a plan.
- 3 Conduct a pilot test.
- 4 Build community and online exposure.
- 5 Launch initiative.
- 6 Monitor, evaluate, and improve initiative.



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LEADERSHIP AWARDS  
Celebrating Action from Local to National

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