



**ILLINOIS
MONARCH
PROJECT**

Messaging Priorities



PURPOSE



The Illinois Monarch Project... has spent a considerable amount of time developing the strategic direction of our messaging to brand the initiative and programs that support it.

These branding efforts will only be successful if the proper techniques and strategies are used to deliver the appropriate messages through the correct mediums.

The following document is meant to advance the strategic development and implementation of Illinois Monarch Project messaging over the next three years by creating standards which will govern its production and assessment.

VISION

To improve, formalize, and consolidate Illinois Monarch Project messaging standards to create a framework for IMP ambassadors to engage audiences in a consistent manner.





MESSAGING PRIORITY 1

We believe...

- taking actions now, such as planting native milkweed and wildflowers, will preserve current and future monarch generations.
- all Illinoisans can help contribute to our goal of 150 million additional milkweed stems by 2038.

Priority
1



MESSAGING PRIORITY 2

We encourage Illinoisans to take these pledge actions to support monarchs:

- Individuals and organizations to take the Illinois Monarch Project Pledge on the IMP website.
- Local governments to take the Mayor's Monarch Pledge.
- Community college campuses to take the Monarch Migration Network pledge.

Priority
2



MESSAGING PRIORITY 3

We support participation in monarch-related community science efforts.

**Priority
3**



MESSAGING PRIORITY 4

We promote the IMP website to...

- increase awareness of the Illinois Monarch Action Plan and monarch conservation activities around the state.
- build recognition of the Illinois Monarch Project as a coordinated network and go-to place for monarch conservation in the state of Illinois.
- make the Illinois Monarch Action Plan more accessible.

Priority
4



MESSAGING PRIORITY 5

We inspire those around us by...

- sharing our passion and spreading the word.
- connecting people to monarch conservation resources.
- collaborating with other monarch conservationists.

Priority
5