



Environment and Natural Resources Trust Fund

2026 Request for Proposal

General Information

Proposal ID: 2026-075

Proposal Title: Monarch Conservation Education for Minnesotans

Project Manager Information

Name: Christine Chase

Organization: Monarch Joint Venture

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Project Basic Information

Project Summary: Teacher workshops, school field trips, and public outreach events will support awareness and conservation for monarchs – Minnesota’s state butterfly and a proposed species for listing under the Endangered Species Act.

ENRTF Funds Requested: \$261,000

Proposed Project Completion: June 30, 2028

LCCMR Funding Category: Small Projects (G)

Secondary Category: Fish and Wildlife (D)

Project Location

What is the best scale for describing where your work will take place?

Statewide

What is the best scale to describe the area impacted by your work?

Statewide

When will the work impact occur?

During the Project and In the Future

Narrative

Describe the opportunity or problem your proposal seeks to address. Include any relevant background information.

In December 2024, the monarch butterfly was proposed for listing under the Endangered Species Act due to significant population declines. Monarchs face multiple threats caused by human activity, including habitat loss, pesticide use, and climate change, making conservation efforts more urgent than ever.

At the same time, teaching practices are shifting toward integrating STEM into all subjects, and many general classroom teachers face a gap in training and resources. A lack of confidence in teaching science, combined with limited support, creates a barrier for educators who want to bring environmental education into the classroom.

Finally, for many Minnesotans, threatened and endangered species can seem distant and difficult to relate to. Without direct access to iconic species like polar bears, gorillas, or orca whales, it can be challenging to find meaningful ways to get involved.

Focusing on monarch conservation education for Minnesotans of all ages provides a unique opportunity. As Minnesota's state butterfly, monarchs are both a familiar and locally significant species. Monarchs provide teachers with an accessible entryway to teaching science and they are a symbolic species with the ability to empower Minnesotans of all ages to participate in real-world conservation actions that can make a meaningful difference.

What is your proposed solution to the problem or opportunity discussed above? Introduce us to the work you are seeking funding to do. You will be asked to expand on this proposed solution in Activities & Milestones.

Our proposed workshops, field trips, and outreach activities will inspire and empower Minnesotans of all ages to take action in protecting our beloved state butterfly, the monarch.

Educators in our workshops will receive hands-on instruction in lessons and activities that integrate monarch conservation, biology, and ecology into various subjects. These activities equip teachers to confidently teach standards-based conservation science while engaging students in real-world environmental problem-solving.

Field trips provide additional support, offering STEM investigations on monarch migration and life cycles, and empowering students with actionable steps they can take to aid conservation efforts. At the end of each field trip, participants will receive pollinator-friendly plants to bring what they've learned back home.

Outreach events throughout the state engage Minnesotans of all ages in monarch butterfly conservation by raising awareness and inspiring action. Hands-on activities like tagging monarchs, planting habitat, and interactive exhibits make learning fun and impactful. Events like the Minneapolis Monarch Festival connect thousands of community members with experts and conservation efforts each year.

By providing knowledge, resources, and hands-on experiences, our education and outreach initiatives will foster stewardship, inspire conservation action, and create lasting change for monarchs and their habitats.

What are the specific project outcomes as they relate to the public purpose of protection, conservation, preservation, and enhancement of the state's natural resources?

1) 4 professional development workshops for up to 120 Minnesota teachers leading to increased confidence in teaching science.

2) At least 50 field trips for up to 1,200 Minnesota Pre-K through 6th grade students leading to increased experiential learning about monarchs and conservation science.

3) 2 Minneapolis Monarch Festival events reaching approximately 20,000 Minnesotans of all ages leading to increased awareness of the threats and conservation strategies for Minnesota's state butterfly, the monarch.

4) A social science evaluation summary report outlining impacts and strategies for effective monarch conservation outreach.

Activities and Milestones

Activity 1: North American Monarch Institute: Professional Development Workshops for Minnesota Teachers

Activity Budget: \$105,066

Activity Description:

The North American Monarch Institute (NAMI) is Monarch Joint Venture's long-standing teacher professional development workshop. This workshop uses Next Generation Science Standards (NGSS) to provide participants with knowledge and confidence to use monarchs and other invertebrates to teach inquiry-based science. During this 2-day workshop, participants will gain an introductory understanding of the North American monarch's life cycle, migration, and habitat, acquire hands-on experience with several lessons from MJV's "Monarchs and More" curriculum, and learn about real-world conservation actions they can take with their students.

Throughout the workshop, participants receive support and instruction in teaching outdoors and using the schoolyard as a classroom. After the workshop, participants are connected to a network of educators from across the country that have gone through MJV's professional development training. This network receives ongoing support from the MJV and other like-minded educators.

Four workshops for up to 30 educators (120 educators total) will be offered at no cost to teachers from across the state. Workshops will be scheduled during the summer to accommodate teacher schedules. Travel stipends will be offered to educators traveling from more than 60 miles away. Participants also receive teaching materials, including curriculum, life cycle guides, hand lenses and more.

Activity Milestones:

Description	Approximate Completion Date
Open NAMI workshop registration	June 30, 2026
Collect pre-workshop survey data to determine entry level understanding and experiences of participants	July 31, 2026
Host NAMI workshops	August 31, 2027
Share resources for ongoing support	August 31, 2027
Collect post-workshop survey and implementation data	May 31, 2028

Activity 2: In-Person and Virtual Field Trips for Past Workshop Participants and Their Students

Activity Budget: \$102,309

Activity Description:

As a NAMI workshop follow-up, teachers will have the opportunity to engage in an immersive learning experience with MJV staff through in-person or virtual field trips. Teachers can bring their classes to MJV's campus in Belle Plaine, MN, or invite MJV to their school for an in-school field trip. These experiences will build on the knowledge gained in the workshop and reinforce monarch conservation themes. Field trip topics include the monarch life cycle, migration patterns, and the interconnectedness of monarchs, milkweed, and other plants and animals in Minnesota ecosystems. For schools located too far for in-person visits, a virtual field trip will be available, offering the same engaging content and supporting conservation action.

All field trips align with Minnesota state science standards and include pre-visit content, a hands-on STEM lesson, and post-visit resources. To encourage conservation at home, participants will receive pollinator-friendly plants at the end of

each field trip, empowering them to apply their newfound knowledge and create pollinator habitat. These immersive experiences allow teachers and students to deepen their understanding of monarch conservation while taking actionable steps to protect this species. We anticipate conducting 25-30 field trips per school year (at least 50 total), impacting 1,200 students.

Activity Milestones:

Description	Approximate Completion Date
Schedule field trip opportunities for past workshop participants	September 30, 2027
Share pre-visit content	March 31, 2028
Administer field trips	May 31, 2028
Collect post-field trip survey data	June 30, 2028

Activity 3: Minnesota Outreach and the Minneapolis Monarch Festival

Activity Budget: \$53,625

Activity Description:

MJV's outreach activities engage Minnesotans of all ages in monarch butterfly conservation, with the Minneapolis Monarch Festival being one of our largest and most impactful events. The Festival is a bilingual (English/Spanish) event that celebrates the monarch butterfly's amazing migration from Minnesota to Mexico with music, food, dance, cultural experiences, hands-on art, and plenty of opportunities to learn about monarchs, their habitats, and what the Minnesota community can do to make a difference.

While the Festival has been in existence since 2009, additional funds will allow us to continue to grow and improve the experience for local Minnesotans. Funding from LCCMR will allow us to develop and administer new participant surveys to gather valuable insights into why visitors attend, what they've learned, and if the event has inspired them to take action for monarch conservation. This feedback will help us better understand the motivations of our audience, refine our outreach efforts, and develop new activities for future events across the state, ensuring that our conservation message reaches a broad and diverse audience.

Two Minneapolis Monarch Festivals will occur during the course of this grant, impacting an estimated 20,000 participants.

Activity Milestones:

Description	Approximate Completion Date
Develop bilingual participant survey in cooperation with other Festival planners, including the MPRB	August 31, 2026
Host the Minneapolis Monarch Festival	September 30, 2027
Administer the survey to Festival attendees	September 30, 2027
Analyze survey results	March 31, 2028
Share summary results and apply insights gained from survey	June 30, 2028

Project Partners and Collaborators

Name	Organization	Role	Receiving Funds
MaryLynn Pulcher	Minneapolis Park and Recreation Board	MaryLynn co-leads planning for the Minneapolis Monarch Festival/Festival de La Monarca with MJV staff. The MPRB has been the main organizer for the Monarch Festival for 18 years. They will be instrumental in assisting with development and administration of the event survey described in Activity 3.	Yes
Bre Bauerly	Minnesota Native Landscapes	MNL will be providing plants for students participating in the field trips. These plants will be selected to provide host plants (milkweed) and nectar sources for monarchs and other pollinators. They will have varied bloom times in order to provide the best start to a new pollinator habitat.	Yes

Long-Term Implementation and Funding

Describe how the results will be implemented and how any ongoing effort will be funded. If not already addressed as part of the project, how will findings, results, and products developed be implemented after project completion? If additional work is needed, how will this work be funded?

This project will be implemented by MJV's existing team of Minnesota education staff who have more than a decade of experience facilitating teacher professional development workshops and collaborating on outreach projects with local organizations. A summary report of the outcomes and impacts of this project will be published on the MJV website and shared directly with participants. Workshop participants will receive ongoing support from MJV, including access to our online learning platform, the NECTAR Hub, which houses videos and resources specific to educators, regular newsletters for our teacher network, and access to MJV's expert staff for additional support.

Other ENRTF Appropriations Awarded in the Last Six Years

Name	Appropriation	Amount Awarded
Remote Sensing for Pollinator Habitat	M.L. 2024, , Chp. 83, Art. , Sec. 2, Subd. 03x	\$180,000

Project Manager and Organization Qualifications

Project Manager Name: Christine Chase

Job Title: Program & Operations Director

Provide description of the project manager's qualifications to manage the proposed project.

Christine Chase is a dedicated Program & Operations Director with extensive experience in environmental education. She has worked for nonprofits and social enterprises across the United States and in Central America, spending the past five years supporting education initiatives for monarch and pollinator conservation at the Monarch Joint Venture. With a Certificate in Natural History from the North Cascades Institute and a Master of Education degree from Western Washington University, Christine combines scientific knowledge with effective teaching strategies. She brings more than a decade of experience in education programming, curriculum development, and collaboration with community partners to facilitate hands-on learning experiences that inspire action.

Beyond education programming, Christine brings a strong background in administration and management. She holds a Certificate in Nonprofit Administration & Leadership and has a proven track record of managing complex budgets and tracking grant deliverables. She has also effectively managed diverse teams to successfully execute multiple projects and initiatives.

Christine grew up in the Midwest and loves bringing her skills home to support education efforts within the Minnesota

community. A well-balanced career of education, coordination and facilitation, partnership building, and administration makes Christine an ideal manager to lead this effort. Christine will manage the education team working on this project and will handle all administrative aspects of the grant to ensure project success.

Organization: Monarch Joint Venture

Organization Description:

Since 2009, the Monarch Joint Venture (MJV) has led a nationwide network of organizations committed to monarch and pollinator conservation. This diverse partnership includes government agencies, NGOs, businesses, and academic institutions that implement science-based conservation actions through education, habitat conservation, science and monitoring, and collaboration. As the leading authority for monarch conservation in the U.S., MJV maintains a Monarch Conservation Implementation Framework, which serves as a guide to conservation planning for stakeholders nationally.

Although MJV's impact is national, the organization's main offices are based in Minnesota, and the majority of MJV's in-person education programming takes place here. This local focus allows MJV to directly engage Minnesotans in conservation efforts while also serving as a hub for broader monarch conservation efforts.

In addition to benefiting monarch butterflies, MJV's mission uses the monarch's iconic status to foster collaboration and address broader environmental challenges, particularly through grassland conservation. By leveraging the monarch's charismatic appeal, MJV brings together diverse groups to protect and restore habitats not only for monarchs but also for many other species that depend on these ecosystems.

Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	\$ Amount
Personnel								
Education Manager		Plans and leads the NAMI educator workshops and school field trips; provides high-level programming support for the Minneapolis Monarch Festival; manages and supports education program staff working on this project			26%	1.5		\$133,275
Outreach Coordinator		Coordinates all of MJV's Minnesota outreach activities, including support for the Minneapolis Monarch Festival			26%	0.5		\$35,597
Education Coordinator		Supports NAMI educator workshops, school field trips, and Minnesota outreach events			26%	0.26		\$19,625
Education Specialist		Supports and helps teach/lead the NAMI educator workshops and school field trips			10%	0.26		\$13,200
							Sub Total	\$201,697
Contracts and Services								
Minneapolis Park and Recreation Board	Subaward	MPRB holds all the permits and rental agreements with the city, parks, and companies providing tent/equipment rentals for the Minneapolis Monarch Festival. This subaward will cover MJV's portion of rentals for survey administration and outreach activities.				0		\$5,000
TBD	Service Contract	Will provide contract support to help develop and analyze an outreach survey taken by attendees at the Minneapolis Monarch Festival.				0		\$6,000
TBD	Service Contract	Will provide English/Spanish translation services for the Minneapolis Monarch Festival outreach survey, as well as for other bilingual outreach materials.				0		\$2,000
							Sub Total	\$13,000
Equipment, Tools, and Supplies								
	Tools and Supplies	120 curriculum guides, notebooks, bug boxes, hand lens, life cycle posters, and life cycle cards	Each participant in our NAMI educator workshops will receive a set of these materials valued at \$47/person					\$5,640

	Tools and Supplies	Worksheets, handouts, and activity toolkits	Additional educator workshop materials that will be utilized across all four NAMI workshops					\$640
	Tools and Supplies	1,800 milkweed and nectar plant plugs	For students to take home after in-person field trips					\$3,180
	Tools and Supplies	3 insect biofacts, 15 insect nets, 40 bug boxes, 30 field guides, 30 clipboards, pencil packs and sharpeners	Classroom set of teaching resources and supplies that will be utilized across field trips					\$1,323
	Tools and Supplies	Outreach materials and supplies, including informational handouts, markers, paints, lamination paper, origami paper, etc.	For uses at Minnesota outreach events including the Minneapolis Monarch Festival					\$600
							Sub Total	\$11,383
Capital Expenditures								
							Sub Total	-
Acquisitions and Stewardship								
							Sub Total	-
Travel In Minnesota								
	Miles/ Meals/ Lodging	80 participant travel stipends at \$280/each	For Minnesota teachers who must travel more than 60 miles (one way) to attend our workshops. Travel stipends help subsidize mileage, meals, and overnight lodging costs.					\$22,400
	Other	10 round trip school bus rides	To support schools traveling to Belle Plaine, MN for on-site field trips					\$10,000
	Miles/ Meals/ Lodging	Mileage calculated using the current IRS mileage rate of \$0.70/mile	For MJV education staff traveling to schools to conduct in-school field trips					\$2,520
							Sub Total	\$34,920
Travel Outside Minnesota								
							Sub Total	-
Printing and Publication								

							Sub Total	-
Other Expenses								
							Sub Total	-
							Grand Total	\$261,000

Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
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Non ENRTF Funds

Category	Specific Source	Use	Status	Amount
State				
			State Sub Total	-
Non-State				
			Non State Sub Total	-
			Funds Total	-

Total Project Cost: \$261,000

This amount accurately reflects total project cost?

Yes

Attachments

Required Attachments

Visual Component

File: [5eacf319-ef2.pdf](#)

Alternate Text for Visual Component

Images and brief summaries of deliverables for each activity...

Financial Capacity

Title	File
Certificate of Good Standing	b67d6b47-de6.pdf
MJV Audited Financials 2023	f38fa321-c31.pdf
MJV 990 2023	e7eaad34-852.pdf

Board Resolution or Letter

Title	File
MJV Board Letter of Authorization	30c16e6c-c3a.pdf

Supplemental Attachments

Capital Project Questionnaire, Budget Supplements, Support Letter, Photos, Media, Other

Title	File
Teacher Dorothy Koller Letter of Support	140f1700-b67.pdf
Teacher Abby Fenton Letter of Support	a1ff889d-754.pdf
Teacher Jenny Eckman Letter of Support	82a762c7-832.pdf
MNL Letter of Support	ebdffcf9-e18.pdf
MPRB Letter of Support	81ab9a3c-0d0.pdf

Administrative Use

Does your project include restoration or acquisition of land rights?

No

Do you understand that travel expenses are only approved if they follow the "Commissioner's Plan" promulgated by the Commissioner of Management of Budget or, for University of Minnesota projects, the University of Minnesota plan?

Yes, I understand the Commissioner's Plan applies.

Does your project have potential for royalties, copyrights, patents, sale of products and assets, or revenue generation?

No

Do you understand and acknowledge IP and revenue-return and sharing requirements in 116P.10?

N/A

Do you wish to request reinvestment of any revenues into your project instead of returning revenue to the ENRTF?

N/A

Does your project include original, hypothesis-driven research?

No

Does the organization have a fiscal agent for this project?

No

Does your project include the pre-design, design, construction, or renovation of a building, trail, campground, or other fixed capital asset costing \$10,000 or more or large-scale stream or wetland restoration?

No

Do you propose using an appropriation from the Environment and Natural Resources Trust Fund to conduct a project that provides children's services (as defined in Minnesota Statutes section 299C.61 Subd.7 as "the provision of care, treatment, education, training, instruction, or recreation to children")?

Yes

Do you certify that background checks are performed for background check crimes, as defined in Minnesota Statutes, section 299C.61, Subd. 2, on all employees, contractors, and volunteers who have or may have access to a child to whom children's services are provided by your organization?

Yes

Provide the name(s) and organization(s) of additional individuals assisting in the completion of this proposal:

The following Monarch Joint Venture staff assisted in the completion of this proposal: Christine Chase, Katie-Lyn Puffer, Wendy Caldwell, Michelle Verzal

Do you understand that a named service contract does not constitute a funder-designated subrecipient or approval of a sole-source contract? In other words, a service contract entity is only approved if it has been selected according to the contracting rules identified in state law and policy for organizations that receive ENRTF funds through direct appropriations, or in the DNR's reimbursement manual for non-state organizations. These rules may include competitive bidding and prevailing wage requirements

Yes, I understand