



## Frequently Asked Questions

12/30/16

### FUNDRAISING/STAKEHOLDERS

*“This project is a unique conservation effort, targeting acres in regions where conversion to soy and corn is happening very fast. By identifying places where habitat makes the most sense, the bottom line improves for the grower, the beekeeper, the monarch, upland songbirds and game birds, honey bees and native pollinators – it’s a program that can’t lose!” – Danielle Downey, Executive Director, Project Apis m.*

#### **Who manages The Bee & Butterfly Habitat Fund?**

The Bee & Butterfly Habitat Fund is a collaboration of [Pheasants Forever](#), [Project Apis m.](#) and [Browning’s Honey Co.](#) In addition, there are several other organizations involved as members of its steering committee, as well as individual and corporate sponsors.

#### **What is the organization’s primary purpose?**

The Bee & Butterfly Habitat Fund works to raise critical dollars to identify and establish NextGen Habitat Projects that can help make a difference in pollinator populations. Guided by that mission and the determination to increase and improve pollinator forage and habitat, The Bee & Butterfly Fund provides affordable, pollinator-focused seed mixes, including native plants.

#### **How does the organization plan to meet its habitat objectives?**

The Bee & Butterfly Habitat Fund uses funds donated by generous corporate sponsors and individual donors to identify opportunities to establish critical pollinator habitat to help honey bee and monarch butterfly populations thrive. We work together to build healthy, sustainable pollinator habitat by using science-based, proven results. Our team brings together landowners, conservationists, scientists and beekeepers to precisely target pollinators’ needs by engineering projects that provide appropriate floral diversity, density and bloom duration to optimize forage potential.

#### **What are the organization’s fundraising goals?**

Fundraising is separated between corporate and individual donors with one overall goal. For the first year, we are using a tiered goal system. In subsequent years, it’s our plan to increase the goal by 15 percent of the previous year’s donations.

#### **What do donors receive?**

In addition to knowing that their gift will make a difference in sustaining critical habitats for pollinators and maintaining vital food production throughout the United States, donors will receive confirmation and a tax-deductible receipt when/if The Bee & Butterfly Habitat Fund becomes a 501(c)3.

## Fundraising/Stakeholders FAQs, page 2

### What are the ways to give?

- One-time donation
- Recurring (donor will have option to indicate the number of years to donate)
- Anonymous donations
- Tribute donations
- Matching corporate gift option

### What are corporate sponsorship levels?

Amount	Impact	Sponsor Marketing
\$1,000 – 1,999	10-20 acres of habitat	Named as sponsor on website
\$2,000 to 19,999	20-200 acres of habitat	Logo on website
\$20,000+ to 99,999	200-1,000 acres of habitat	Logo on website and brochures
\$100,000 – 249,999	1,000-2,500 acres of habitat	Logo on website and brochures and show displays
\$250,000	2,500 acres of habitat	Logo on website and brochures and show displays and in public relations
\$500,000	5,000 acres of habitat	Logo on website and brochures and show displays, public relations and field signs
\$1,000,000+	10,000 acres of habitat	Platinum Level Sponsor including premium logo position on all marketing materials, website and trade show banners and field signs. Mention of support in public relation and advertising/promotional efforts. Invitation and ability to speak at Bee & Butterfly Fund events.

### What are individual donation levels?

Name	Donation	What this donation pays for (funds for 1 year)
Worker Bee	\$50	½ acre of habitat
Caterpillar	\$100	1 acre of habitat
Queen Bee	\$500 or more	2.5 acres of habitat
Monarch	\$1,000 or more	5 acres of habitat
Honey Maker	\$5,000 or more	10 acres of habitat
Other	Donor will have option to input their own amount on donor form	

## Fundraising/Stakeholders FAQs, page 3

### Other gifts at different levels will include:

- **All donations over \$100** | Window decal to proudly display
- **All donations over \$250** | Choice of a shirt or hat
- **All donations over \$1,000** | Choice of shirt or hat plus lapel pin
- **All donations over \$2,500** | All of the above plus donor name on The Bee & Butterfly Habitat Fund website

### Why is it important to give?

The Bee & Butterfly Habitat Fund:

- Provides funds for NextGen Habitat Projects that yield better results
- Boosts bee and butterfly populations to help sustain their species
- Makes a difference in critical pollinator habitats that help maintain vital food production in the United States
- Benefits soil, air, water quality and other wildlife including pheasants, quail and songbirds
- Helps to save endangered species like honey bees and other pollinators
- Encourages “field to fork” and other corporate sustainability efforts
- Enhances native prairieland and beautifies the landscape
- Supports grazing land, biodiversity and wildlife

### Who currently serves on the Steering Committee?

- George Hansen – [Foothills Honey Co.](#)
- Randy Verhoek – [Harvest Honey Inc.](#)
- Pat Heitkam – [Heitkam’s Honey Bees](#)
- Caydee Savinelli – [Syngenta](#)
- Marla Spivak, Ph.D. – [University of Minnesota Bee Lab](#)
- Robert Sears – [Eastern Missouri Beekeepers Association](#)

### Who are some of the current corporate sponsors?

The Bee & Butterfly Habitat Fund combines a diverse group – landowners, conservationists, seed companies, scientists, beekeepers and more – to help maintain a proven, sustainable habitat that will contribute to vital food production in the United States. To date, the following sponsors have joined the effort: Barkman Honey; Bayer; Beekeeping Insurance Services; Browning Honey Company; DOW/Pioneer; Heitkam’s Honey Bees; Mann Lake Ltd.; Miller Honey Farms, Inc.; Monarch Butterfly Conservation Fund; National Potato Council; Nebraska Environmental Trust; Nebraska Game & Parks Commission; Pheasants Forever, Inc.; Syngenta; U.S. Fish & Wildlife Service; and Valent USA Corporation. There are many other strong potential donors that are becoming involved.

### How do I get more information and become involved in the program?

Learn more and contact us by visiting our website: [www.beeandbutterflyfund.org](http://www.beeandbutterflyfund.org).

### Why contribute to The Bee & Butterfly Habitat Fund?

The Bee & Butterfly Habitat Fund has already proven its ability to succeed through its pilot phase in North and South Dakota, where participants and pollinators both loved the results. There is already a waiting list to participate in the program – your contribution will create even more acres of habitat!

## **Fundraising/Stakeholders FAQs, page 4**

### **Where can I find more information on seed mixtures to plant pollinator habitat on my own?**

Learn more and contact us by visiting our website: [www.beeandbutterflyfund.org](http://www.beeandbutterflyfund.org).

### **What were the results of the pilot program?**

With an average contract of six years and 15 acres for each participant, there were 124 NextGen Habitat Projects established. These resulted in nearly 7 million milkweed seeds and 1,763 acres planted – with many high-quality, high-diverse projects begun!

### **How is this program science driven and documented?**

Many professionals who study conservation best management practices and measure forage value for pollinators are documenting the program's effectiveness.

- The University of Minnesota has proposed measuring the benefits of the seeding mixes to both honey bees and native bees in central Minnesota. The proposal has support from the Minnesota AgriGrowth Council, including the corn and soybean growers, Syngenta and Bayer, as well as several state agencies.
- Current studies at the USGS Northern Prairie Wildlife Research Center measure weed competition, comparing the Fund's planting strategies to conventional tillage. Another focus identifies incoming pollen types at an apiary near the plots and evaluates colony health measures before and after the planting.
- A Honey Bee Health Coalition project (Bee Integrated) will evaluate seeding mixtures for their effectiveness in the three honey bee metrics of the Coalition's concern – Forage and Nutrition, Crop Management, and Honey Bee Disease & Pest Management. The evaluation is being conducted with support from USGS, Bee Informed Partnership and the Conservation Technology Information Center (CTIC).