

Pollinator Week Toolkit



2024 POLLINATOR WEEK
along the
GREAT RIVER ROAD





2024 Pollinator Week Along the Great River Road

National Pollinator Week, which will take place June 17–23, 2024, is an annual event held in support of pollinators—birds, bats, bees, insects, and other small mammals that pollinate plants. Pollinators are responsible for bringing us the plants that:

- Produce fruits, vegetables, and nuts
- Are responsible for half the world’s oils, fibers, and raw materials
- Prevent soil erosion
- Increase carbon sequestration

This year, the Mississippi River Parkway Commission (MRPC) is celebrating National Pollinator Week along the Great River Road by promoting pollinator efforts by states and local organizations and encouraging those groups to share information on their social media channels and through other marketing efforts.





What can you do?

- Share photos and information about public pollinator gardens along your section of the Great River Road (be sure to tag us on [Facebook](#) and [Instagram](#)).
- Highlight National Pollinator Week on your social media accounts and other marketing channels (e-newsletters, blogs, etc.).
- Request a proclamation from your state's governor. See a sample letter and proclamation text [here](#): Pollinator.org/pollinator-week/proclamations.
- Add your local activities to the 2024 Pollinator Week map [here](#): Pollinator.org/pollinator-week/activities.
- Display pollinator information in your lobby
- Pollinator Week activities
 - Build a native bee house
 - Plant a pollinator habitat
 - See planting guides [here](#): Pollinator.org/guides
 - Host a nature walk, educational event, or pollinator expert lecture
 - Host a native plant sale





Social media

Use your social media channels to promote National Pollinator Week along the Great River Road.

Hashtags

When possible, use the hashtags **#pollinatorweek**, **#greatriverroad**, and **#pollinatorweekGRR** in your posts on Twitter and Instagram.

You can also tag the Great River Road's accounts on **Facebook** and **Instagram**.

Sample social media posts

“It’s **#nationalpollinatorweek**! Did you know that pollinators like bees, butterflies, and bats are responsible for 1 of every 3 bites we eat. Say thanks by planting native plants and supporting local farmers up and down the **#greatriverroad**.”

“About 75% of all flowering plant species need animal pollinators for reproduction—celebrate pollinators like bats, birds, and bees along the **#greatriverroad** this **#nationalpollinator** week. Learn more at pollinator.org! **#pollinatorweekGRR**”

Social media graphics

Find National Pollinator Week logos and social media graphics [here](http://pollinator.org/guides): [Pollinator.org/guides](http://pollinator.org/guides).





Resources

- Find more information about [National Pollinator Week](https://pollinator.org/pollinator-week) (Pollinator.org/pollinator-week)
- See the [2024 National Pollinator Week Toolkit](https://pollinator.org/assets/generalFiles/2024-Official-Pollinator-Week-Toolkit-English_2024-02-29-175255_bczr.pdf) (pollinator.org/assets/generalFiles/2024-Official-Pollinator-Week-Toolkit-English_2024-02-29-175255_bczr.pdf)
- MRPC [Facebook](https://www.facebook.com/GreatRiverRoad) (Facebook.com/GreatRiverRoad)
- MRPC [Instagram](https://www.instagram.com/greatriverroad) (Instagram.com/greatriverroad)

