



Butterfly Highway Ambassador Details and Application

To become an ambassador of the Butterfly Highway, a program of the North Carolina Wildlife Federation, first become familiar with the program by visiting the [NCWF website](#).

"The Butterfly Highway is a statewide conservation restoration initiative that aims to restore native pollinator habitats to areas impacted by urbanization, land use change and agriculture across North Carolina. From backyard Pollinator Pit Stops to large-scale roadside habitat restoration, the project is creating a network of native flowering plants to support butterflies, bees, birds and other pollen and nectar dependent wildlife."

Ambassadors can be florists, native plant enthusiasts, or other Butterfly Highway supporters who are dedicated to helping promote the Butterfly Highway as a means to spread awareness of the importance of native plants and pollinators.

Qualifications to become a Butterfly Highway Ambassador:

- Love of wildlife, native plants and native pollinators
- Must have a registered Butterfly Highway Pollinator Pitstop
- Have one or more social media accounts, blog pages or pages on other online platforms

Ambassador Perks:

- A bi-monthly ambassador email update with news, information and resources
- One complimentary native pollinator plant seed packet and Butterfly Highway sticker
- Potential opportunity to purchase Butterfly Highway merchandise at wholesale prices for retail sales

Butterfly Highway Promotion Protocols:

- Make at least one post per month highlighting the BH
- Encouraged to promote native plants on all of your BH related posts
- Consider signing up to receive [BH newsletters](#)
- Must follow NCWF on social media and tag us in all posts related to the BH
- If writing a blog on the BH, notify madison@ncwf.org and allow NCWF to re-post the content on the NCWF blog page when applicable

NCWF Active Social Media Pages:

- Instagram- [@ncwildlifefed](#)
- Facebook- North Carolina Wildlife Federation
- LinkedIn- North Carolina Wildlife Federation

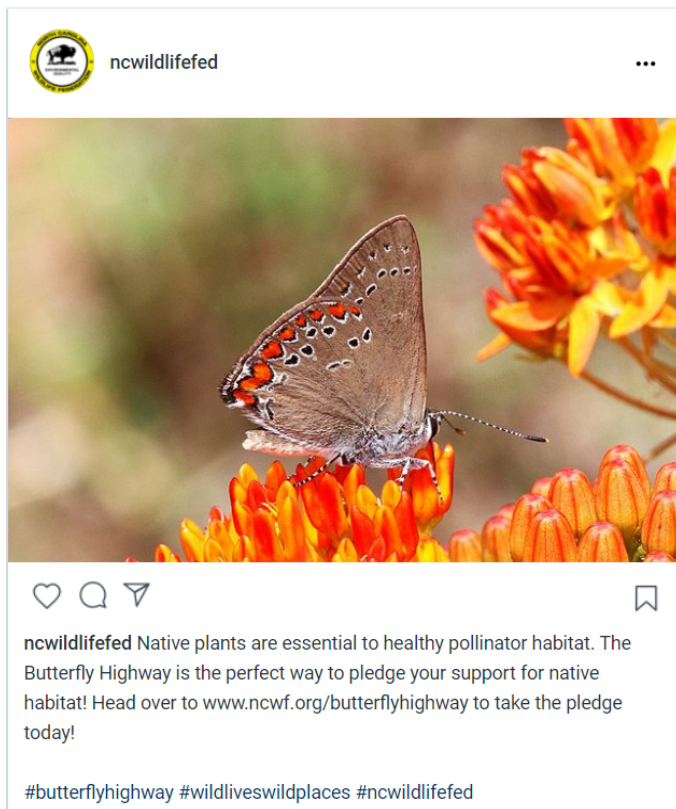
Sample Butterfly Highway Ambassador Posts:

When promoting the Butterfly Highway on social media, we encourage you to use this template or similar messaging:

"Native plants are essential to healthy pollinator habitat. The Butterfly Highway is the perfect way to pledge your support for native habitat! Head over to www.ncwf.org/butterflyhighway to take the pledge today!"

"I love the Butterfly Highway because native plants and pollinators are important to a healthy ecosystem. Join the Butterfly Highway by pledging your support and registering your garden!"

Sample Posts:



Your ambassador status expires one year to date from applying.

[Click here to apply!](#)