

Bees and other pollinators are essential to a healthy environment, yet are declining. Around 85% of flowering plants, including many crops, need a pollinator to reproduce. As much as 1/3 of our food supply relies on the work of bees, and pollinators are at the heart of resilient ecosystems.

The **Bring Back the Pollinators** campaign is based on four principles, which you can easily adapt to any location:

- 1 **Grow a variety of pollinator-friendly flowers** to provide the nectar and pollen bees need.
- 2 **Provide shelter.** Ensure there are nest sites for bees, host plants for caterpillars, and places pollinators can overwinter.
- 3 **Avoid using pesticides, especially insecticides,** because they are harmful to pollinators.
- 4 **Spread the word** by talking to your friends and neighbors.

To discover **more** practical information about how you can help to **Bring Back the Pollinators** and to sign the Pollinator Protection Pledge, visit [BringBackthePollinators.org](http://BringBackthePollinators.org).

Try these simple ways to encourage others in your community to join you:

- ⇒ **Install a Pollinator Habitat Sign** to let your friends and neighbors know that you're providing a safe place for pollinators.
- ⇒ **The inside of this brochure is a poster.** Put it somewhere visible!
- ⇒ **Tell family, friends, and neighbors** that they can find information and sign the pledge at [BringBackthePollinators.org](http://BringBackthePollinators.org).

## POLLINATOR CONSERVATION RESOURCE CENTER

For in-depth guidance on what you can do to help pollinators, dive into the **Pollinator Conservation Resource Center**. Simply click on your state to access fact sheets, brochures, and more about:

- ⇒ Selecting the best pollinator plants
- ⇒ Planning & creating habitat
- ⇒ Reducing pesticide use
- ⇒ Creating native bee nests
- ⇒ Where to buy native pollinator plants
- ⇒ Bee identification & monitoring

[xerces.org/pollinator-resource-center](http://xerces.org/pollinator-resource-center)



The Xerces® Society is a trusted source for science-based information and advice. We work with people from all walks of life to promote invertebrate conservation. Our team draws together experts in habitat restoration, entomology, plant ecology, and conservation biology with a single passion: protecting the life that sustains us.

The Xerces Society for Invertebrate Conservation  
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**BRING BACK**  
— THE —  
**POLLINATORS**  
A Xerces Society Conservation Campaign



We make the commitment to you that we will work every day to protect pollinators and their habitat.  
Will you support our work? Make a tax-deductible donation to the Xerces Society today!

Visit [xerces.org/donate](http://xerces.org/donate) to learn more.

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# FOUR SIMPLE PRINCIPLES TO BRING BACK THE POLLINATORS

1. Grow pollinator-friendly flowers
2. Protect nest sites & host plants
3. Avoid using pesticides
4. Spread the word!

