

2026 Talking Points for the Xerces Society Habitat Kit Program

Participants

Updated annually at the start of each year.

We are thrilled that you are willing to contribute your time and effort to participate in the [Xerces Society Habitat Kit Program](#). Protecting and restoring habitat is a crucial step in the conservation of pollinators and other beneficial invertebrates. We are excited about working with you to create and sustain habitat. This document provides key talking points to help you share this program and your amazing project with the rest of the world.

Social Media and Tagging Xerces

When posting about the [Xerces Society Habitat Kit Program](#), you can help us spread the word about invertebrate and habitat conservation by including context about the Xerces Society's mission and our habitat kit program for any of your followers who don't already know.

Please tag us in your posts as @XercesSociety so we can see your progress!

Here are links to our social media pages:

- [Facebook](#)
- [Instagram](#) (@xercessociety)
- [LinkedIn](#)
- [Bluesky](#)

General Xerces Information

The Xerces Society for Invertebrate Conservation is a donor-supported nonprofit organization that protects our world through the conservation of invertebrates and their habitats. Xerces works throughout North America to conserve pollinators and other invertebrates, protect endangered species, and reduce pesticide use and impacts. Our staff uses applied research, policy advocacy, public education, and on-the-ground habitat improvement to advance meaningful, long-term conservation. Xerces is the largest invertebrate conservation organization in the world. For over 50 years, we have

been champions of Earth's most biodiverse and overlooked animals, protecting the life that sustains us. Learn more at xerces.org.

General Habitat Kit Program Information

Disclaimer: The Xerces Habitat Kit Program is a community resource, not a grant.

- Pollinators are essential to our environment. The ecological service they provide is necessary for the reproduction of over 85% of the world's flowering plants, including more than two-thirds of the world's crop species.
- Many pollinators are in decline due to habitat loss, pesticide use, and introduced diseases. They need our help. Creating habitat is one of the best ways to support these important animals.
- One of the best ways to help declining pollinators and other wildlife is to restore high-quality habitats. Through the Xerces Society Habitat Kit Program, we provide plants and resources to folks who are willing to invest time, energy, and resources.
- We offer carefully selected, native, and regionally appropriate plant material directly to our partners for shovel-ready projects. We are currently offering habitat kits in eight regions of the United States to qualifying partners.
- Project proposals are selected based on several factors, including the ability to protect habitat areas from pesticide exposure.
- Since 2019, the Xerces Society Habitat Kit Program has distributed over 500,000 plants to our partners, free of charge.

Mid-Atlantic

The Mid-Atlantic Habitat Kit Program began in 2021. Over the past 5 years, Xerces has given away over 200,000 plants (including about 23,000 milkweed plants) to support almost 300 projects.

Plant materials for the 2026 kits were sourced from [Pinelands Nursery](#).

Problems invertebrates are facing

- Populations of bees, butterflies, and other beneficial insects have declined due to a combination of habitat loss, pesticide use, invasive species, and climate change.
- The eastern monarch butterfly population has declined more than 80% since the 1990s, and there has been a 33% decline in abundance of all butterflies in the Northeast since 2000.
- Over 40% of insects are declining in population and threatened with extinction worldwide.
- One of the few bee species that is federally protected under the Endangered Species Act, the Rusty Patched Bumble Bee, is native to the northeast and upper midwest.

How our habitat kits create solutions

- The Mid-Atlantic Habitat Kit Program provides free native, locally adapted plants to community organizations, rural and urban farms, K-12 schools, public parks, and tribes around the region. In past years, we have prioritized the urban areas of Philadelphia, New Jersey and New York City.
- By working with our Habitat Kit Partners to get tens of thousands of plants in the ground each year, we are providing valuable protected habitat for these important organisms, as well as creating educational opportunities for pollinator and invertebrate conservation.
- We provide 4 different kit types for different garden types to support floral resources, create nesting habitat, and habitat connectivity across a diverse range of locations.

Looking for other ways to help? Take the [Pollinator Pledge](#) and support community science efforts such as [Bumble Bee Watch](#), [Firefly Atlas](#), and the [Monarch Nectar Plant Database](#). Learn more about supporting pollinators at xerces.org/pollinator-conservation.