National Wildlife Federation's Community Wildlife Habitat Certification Requirements

To achieve certification through the National Wildlife Federation's Community Wildlife Habitat program, you must create or restore wildlife habitat in your community and do education and outreach.

First, a certain number of homes, schools and common areas must **become National Wildlife Federation Certified Wildlife Habitats** by providing the four basic elements that all wildlife need: food, water, cover and places to raise young. The NWF Certified Wildlife Habitat program also requires sustainable gardening practices such as using rain barrels, reducing water usage, removing invasive plants, using native plants and eliminating pesticides. These requirements are based on population – see chart below.

Second, communities **earn education and outreach points** through a flexible checklist that includes educating citizens at community events, hosting a native plant sale, organizing a stream clean up, bringing new partners to the effort and hosting workshops – see pages 2 and 3.

Property Certification Requirements:

Activity / Type of Certification	Points
For each *home* certified, including townhomes and apartments	1
For each *common area* certified, including public parks, HOA common areas, businesses, places of worship, farms, universities and municipal buildings	3
For each *school* certified as an NWF Schoolyard Habitat - Pre-K - 12 or nature center	5

Minimum Habitat Certification Points	Sliding Scale Based on Population Size
20	500 or Less
40	501-1,000
100	1,001-5000
150	5,001-10,000
175	10,001-15,000
200	15,001-20,000
225	20,001-25,000
250	25,001-50,000
300	50,001-100,000
400	100,001-300,000
500	300,001-500,000
750	500,001-1,000,000
1000	1,000,001 or More

VERIFICATION: Homes that were certified more than 15 years prior to a community's registration date must be verified. Schools certified more than 5 years prior to a community's registration date must be verified.

Education and Outreach Requirements:

Registration Goals – 40 Points Required	
Activity	**Points**
Name your NWF Community Wildlife Habitat project	5
Identify your Team Leader & Habitat Team Members (typically 3-7 total) & Register as NWF Volunteers	5
Set up system for tracking progress (journal, google doc, etc.)	5
Establish project goals & vision for one, three and five years with a budget	5
Submit your community summary for the NWF website	5
Complete the Community Assessment Form	5
Attend NWF Welcome Webinar for New Communities	5
Create plan for keeping all Habitat Team Members in regular communication	5
One member of your Habitat Team becomes an NWF Habitat Steward or Habitat Host Volunteer (not avail in all areas) (up to 5)	5
Send out a press release for about your community registration	5
Hold a call with NWF's state affiliate in you state if they are active in this program (NWF can facilitate)	5
Meet, call or otherwise connect with another Community Wildlife Habitat in your area (NWF can facilitate)	5
Obtain letter of support from community government officials (mayor, county commission, HOA president)	10
Pass a proclamation announcing your community's registration at your city council meeting	10
Plan & organize a kick-off celebration	10

Outreach Goals – 50 Points Required	
Activity	**Points**
Improve your community's weed ordinances or other public policies to make them more wildlife-friendly	10
Work with municipal or other local park agencies to convert parkland to wildlife-friendly landscapes	10
Provide Garden for Wildlife information at a booth or table at a community event (up to 3 events)	5
Coordinate a stream cleanup, tree planting, invasive species removal, native plant rescue, native plant sale, trail clean-up, family nature event or other restoration event (up to 10 events)	10
Work with local nurseries to label and/or provide native plants	10
Each Habitat Team Member that serves on a community board or council related to environmental issues (up to 3)	5
Each presentation to an organization not yet associated with your project (up to 5)	5
Other Community Project (please discuss with NWF staff)	TBD

Education Goals – 40 Points Required	
Activity	**Points**
Create an information kiosk or permanent display at a public place (rec center, library, school) where the community can learn about the project (up to 3 kiosks / displays)	10
Create an NWF Certified Wildlife Habitat project brochure or fact sheet specific to your community	5
Create a website or web page where community members can learn about your project	10
Create and maintain a Facebook page or group or other social media site for your project	10
Write a regular column in your community newsletter or newspaper paper to about your project	10
Secure a feature article in the local media about your project (up to 3 feature articles)	10
Secure a radio or TV interview or PSA on your project	10
Host a workshop to educate community members about wildlife gardening (up to 5 workshops)	5
Create & distribute a native plant list for your community	5
Hold a garden tour that features certified habitats (up to 3 garden tours)	10
Create a demonstration garden at a public site with educational signs (up to 3 demonstration sites)	10
Launch a campaign to educate the community about an iconic plant or animal species for your community (i.e. - Baltimore's focus on the Oriole)	10
Recruit another community to register as an NWF Community Wildlife Habitat (up to 3)	5
Other Education Project (please discuss with NWF staff)	TBD

Administration Goals – 20 Points Required	
Activity	**Points**
Maintain and submit to NWF your online or paper project notebook / log	5
Identify the individuals that will make up the post-certification Habitat Team (typically 3-7 people)	5
Donate 5 wildlife, garden or other project-related photos to NWF	5
Per new volunteer registered with volunteer team (up to 10)	3
Per partner organization affiliated with your project (up to 5)	5
Each grant application submitted to support project (up to 3)	10
Participate in an NWF Community Wildlife Habitat conference call (up to 4)	5