In 2002, native plant societies and other grassroots native plant conservation advocacy groups throughout the United States formed the Native Plant Conservation Campaign (NPCC). Our mission is to promote the conservation of native plants and their habitats through collaboration, education, and advocacy. The NPCC has been in hiatus since 2008. At that time, the NPCC had 38 affiliate groups nationwide, including wildflower groups, arboreta and native plant societies, representing more than 80,000 native plant conservation enthusiasts.

We are restarting the NPCC because the need for native plant conservation advocacy is becoming ever more acute. More plants are imperiled every day as climate change and habitat loss continue to accelerate. Further, conservation laws and policies, as well as the priorities of many environmental organizations, remain focused disproportionately on animals - particularly charismatic mammals. As a result, programs for plant conservation are substantially inferior to those for animals:

- Plants are second class conservation citizens under U.S. law. The federal Endangered Species Act, for example, provides much weaker protection for listed plants than other species.
- Legal protections that do exist for plants are frequently not implemented. Plant research, conservation and recovery programs are woefully underfunded and understaffed. Although 56% of the species listed under the federal Endangered Species Act are plants, they receive less than 5% of recovery funding from resource protection agencies. In many areas, federal wildlife staff outnumber botany staff by as much as 20 to 1.

The NPCC seeks to redress these discrepancies and improve legal protections and conservation programs for native plants. We work to increase cooperation and collaboration among native plant conservation advocates. We also strive to strengthen and expand the constituency for native plants in the U.S.

Specifically the goals of the NPCC are:

1. Improve conservation laws, such as federal and state Endangered Species Acts, so that imperiled plants and animals receive equal protection.
2. Increase federal and state funding and staffing for plant conservation so that plants and animals receive equal opportunities for survival and recovery.
We plan to achieve this by:

- Increasing collaboration among native plant advocacy organizations within the United States, and between the plant conservation advocacy community and other environmental organizations
- Improving collaboration between grassroots U.S. plant advocacy organizations and international organizations and efforts such as the Convention on Biological Diversity’s Global Strategy for Plant Conservation
- Providing tools and information to improve the effectiveness of native plant advocates

We are asking for your support as we develop an updated and more effective Native Plant Conservation Campaign in 2015.

Our Action Plan includes:

- Create an online clearinghouse for native plant advocacy groups to share information, challenges, successes, and resources
- Create opportunities for native plant groups to meet and exchange ideas and information via regular conference calls, web meetings, and other fora
- Create and distribute tools, such as legal guides, policy analyses, and action templates to help native plant advocates work more effectively with the media, agencies and elected officials
- Create and distribute brochures, presentations, reports and other public outreach materials
- Reach out to national environmental, wilderness and wildlife conservation organizations to urge them to incorporate plants into their advocacy
- Establish staff in Washington, DC to work with elected officials, agencies and national scientific and environmental organizations
- Update our policy agenda using information gathered from native plant advocacy groups
- Update the existing NPCC website for modern platforms and bring up to date its information on the plight of plants

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