
MACD Communications Update

CD Outreach Work Group

Communications Toolkit

Eric Rannestad
MACD Communications Specialist

MACD Communications Update

Comms Specialist Introduction and Update

Disclaimer

This is not an exhaustive list of
MACDs communications activities, nor
is it a presentation about MACD's
programs, for that you'll have to wait
for convention!

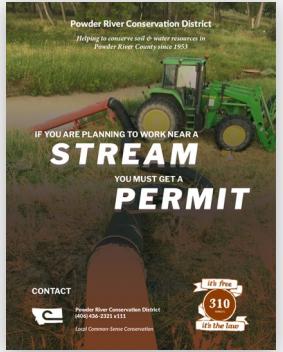
In the meantime, you can check out
the MACD 2020 merged annual
report and the programs section of the
MACD website.

MACD Communications

- Newsletters
- Social media
- Print communications
- Organization website(s)
- and more...

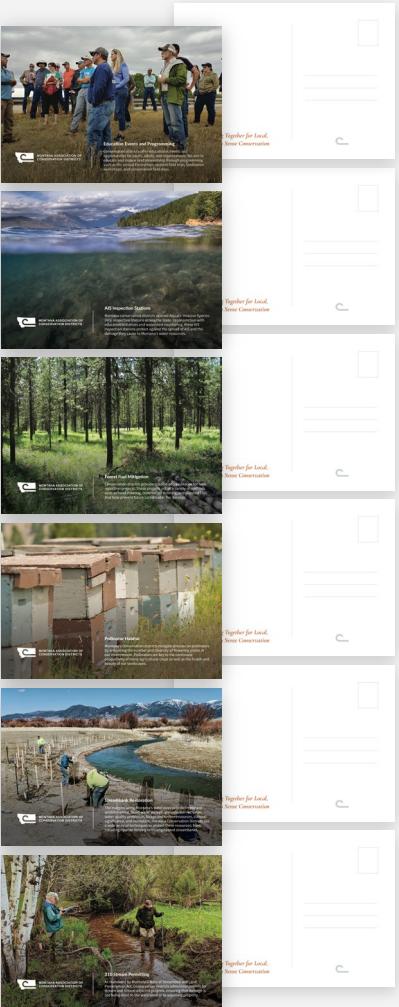
Communication Services for Conservation Districts

- Photo and Illustration Requests
- Wordpress Assistance
- Layout and Production
- Education and Training
- General Comms Consultation
- Publicity for CDs
- Maintain MACD Wordpress Multisite Network
- and more...



310 Poster for Powder River

EO Website Assistance



Postcards for the 2021 Legislative Session



Posters commissioned by Ruby Valley CD



Soil Health Symposium Announcement

Communications Toolkit for Montana CDs

- + 12+ one-on-one wordpress trainings or assistance sessions with conservation districts in 2021

and more...

Newsletters

The Montana Conservationist

- Monthly
- General Audience
- Priorities:
 - Narrative
 - Brand
 - Education

District Dispatch

- Bi-Weekly
- Internal Audience: CDs and Partners
- Priorities:
 - Coordination
 - Capacity
 - Resources

District Dispatch

MACD's District Dispatch newsletter is our current method of distributing a diversity of important information to districts.

Hello <



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[Eric Ran](#) as possibl

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talk soon!

Upco

District Dispatch

Hello Eric



That's a wrap on Area Meetings. Thank you all for taking the time to come together in each region of the State. During the Area Meetings this week and last week, Areas re-elected several board members and elected two new board members: Pat Anderson (Phillips CD) was elected as an MACD Director for Area 3 and Kathleen Johnson (Lincoln CD) was elected as an MACD Director for Area 5. Congratulations to both the new and returning MACD Board members!

Thank you,
MACD Staff

Meeting Minutes

- District Ops Committee Meeting on Sept 22 | [Meeting Minutes](#)
- Programs Committee Meeting on Sept 20 | [Meeting Minutes](#)
- MACD Board Meeting on Sept 13 | [Minutes and Programs Update](#)
- Executive Committee Meeting on Aug 30 | [Meeting Minutes](#)

District Dispatch

Content

- Meeting Minutes
- Upcoming Meetings
- General Announcements
- Upcoming Events
- Requests for District Participation
- Trainings and Workshops
- Opportunities and Funding
- Job Board
- Producer Resources
- Conservation News

Contributions

If you have an item from one of these categories, you can probably add it to the District Dispatch.

Email your item to MACD Staff or directly to me:

Eric Rannestad
eric@macdnet.org

Guidelines

Because we have a lot of information to distribute we ask that your submission is economical with its language.

- It's okay to not have a description
- Keep descriptions brief: a sentence or two is ideal
- Link to an external source for more information.

The Montana **Conservationist**

The Montana Conservationist (TMC) is a monthly newsletter showcasing stories about Montana's conservation districts and their partners.



The Mo Cons

The Montana **Conservationist**

News from N News from M

News from Montana's Conservation Community

In this Issue

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Shonny Nordlund and 25 Years of Envirothon

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**Vermicomposting at
Gallatin Conservation
District**

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**Welcome to New
Conservation District
Staff and Partner Staff**

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Meeting

Including

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Funding Opportunities

pg. 7

pg. 7





Milk River Watershed Alliance

Sarah Hitchcock

Coordinator for the Milk River Watershed Alliance (MRWA)

You would be hard-pressed to find someone in Montana that is unaware of the St. Mary's Diversion and what is happening on the Milk River. Without that diversion system near Babb, Montana, all infrastructure downstream becomes almost irrelevant; millions of tax-payer dollars down the drain, with the economic impact on local communities insurmountable. For decades, groups have been warning of failure should the system go unchecked. Last May those warnings became a stark reality: complete failure of a major drop-structure that carries water to the Milk. Some might not realize that the diversion at St. Mary's prevents the Milk River from running dry every six of ten years; it is understandable why one system would cause such a great concern among residents in North and Northeast Montana.

Beneficiaries of the Milk River span not only counties, but nations. Into Canada and through Tribal Nations, from irrigators, ranchers, cities and communities, and recreationists, the Milk River's impact is incalculable.

The water from the Milk River sustains approximately 693 farms and entire municipalities that total more than 18,000 people. With so many beneficiaries, who is responsible for maintenance? The United States Department of Interior, Bureau of Reclamation ultimately retains ownership of the irrigation infrastructure on the Milk River. However, the financial responsibility falls almost all on irrigators. Since the Project was



Top: Project completion on the Milk River Watershed

Bottom: An example of the crumbling infrastructure that MRWA is seeking to address with new funding.

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developed, the Milk River Irrigators have had to pay 73.96% of all repairs made, and the USBR (U.S. Bureau of Reclamation) pays the rest. This cost-share is critical because the entire diversion needs to be repaired and comes with a price tag of nearly \$200 million. It doesn't take much to realize that those irrigators don't have \$50 million ready to break ground.

Efforts at the federal level have been pushed for years to see an amended cost-share allocation to allow for repairs to be made. Though repair would be a tremendous investment, the economic loss should the Milk River infrastructure fail would be far more expensive. In a 2006 study, it was concluded that the economy could suffer up to a \$2 billion loss should that happen. Though repairs to the drop-structure last year were accomplished through an emergency arrangement and hefty financing, waiting for another failure for another fix is not a wise solution. House Joint Resolution No. 7 was introduced by Rep. Casey Krueger of Malta in February and soared through the Montana Legislature. This Resolution calls on the Federal Government to adjust the current funding allocation to ensure affordability, and ultimately infrastructure rehabilitation. With strong support from conservation districts, sportsmen and wildlife advocates, bankers,

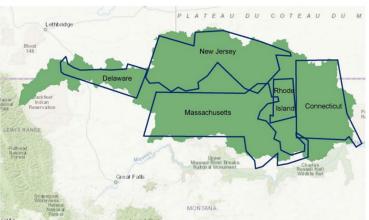
farmers and numerous governmental agencies, H.J. No. 7 is just one collaborative effort between stakeholders to make change and its passage was considered a huge success.

You can find the passed Resolution language on our website: milkrivermt.org

Additionally, Senator Tester, Senator Daines and Representative Rosendal have recently reintroduced federal legislation to not only provide \$52 million in



Above: Saint Mary's Diversion



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contribution to repairs, but to also reassess the current cost-share between irrigators and USBR. While efforts like this have been tried before without success, the failure at St. Mary's has demonstrated that complete disaster is a reality for those along the Hi-Line, and therefore needs immediate consideration and action.

We are hoping more and more people will join the call to repair and protect the St. Mary's Diversion and the Milk River Project. The Milk River Watershed Alliance is proud to share a video that highlights the challenges and champions of the Milk River, available on our website at milkrivermt.org. Please consider sharing this video with friends, family and community leaders. A call to our Montana Congressional Delegation will also go a long way; don't let them forget how important this issue is. We cannot let this momentum run out.

About MRWA

The Milk River Watershed Alliance is a locally lead organization of conservation districts working together to preserve, protect, and enhance the natural resources within the Milk River Watershed, while maintaining the quality of life.

In The News

Local Helena homeowner teams up with conservation district to fight erosion

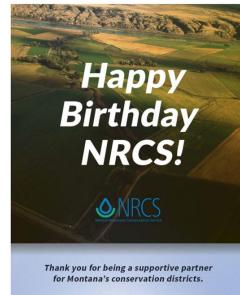
(Independent Record) "When Tim Olds with the help of the Lewis and Clark Conservation District, recently planted nearly 8,000 willows along 300 feet of his property just off Lincoln Road..."

[Read the Article](#)

Happy Birthday NRCS!

MACD and Montana's Conservation Districts

MACD would like to wish the Natural Resource Conservation Service (NRCS) a Happy Birthday! The agency was founded on April 27th, 1935 and two years later, the first conservation district was formed to call federal agency resources with the local farmers. To this day NRCS has been an essential partner for conservation districts.



Thank you for being a supportive partner for Montana's conservation districts.

Thank you NRCS for all of your support!

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Sarah Hitchcock's story on the Milk River Watershed Alliance.



Education and Outreach with Central & Eastern Montana Invasive Species Team (CEMIST)

Colin Threlkeld

Big Sky Watershed Corps Member
CEMIST Education & Outreach Specialist

This year the Central & Eastern Montana Invasive Species Team (CEMIST) is conducting an all taxa invasive species education & outreach program. The program focuses on raising awareness amongst the community, recreators, and industry leaders about the threats and impacts of various invasive species to Montana's economy and natural resources. Aquatic invasive species, noxious weeds, invasive plants, forest pests, and feral swine all threaten Montana's economy and natural resources. By incorporating the various invasive species prevention campaigns adopted by the state, we are able to get stakeholders, community members, and outdoor recreators to actively participate in the prevention of invasive species to new recreators of the state. People and their activities are the primary vectors of spread when it comes to invasive species and the more that we can raise the awareness level of these threats, the better protected our natural resources are going to be.

By attending various educational events with local school groups, CEMIST is looking to get the next generation involved with the conservation and preservation of Montana's amazing resources. Leaders in the agriculture and outdoor recreation industries have been engaged by conducting industry outreach site visits in order to educate them on the various invasive species threats, impacts, and prevention practices. The purpose of these industry



Top: CEMIST at the Riverfront Park in Billings, Montana.

Bottom: By attending various educational events with local school groups, CEMIST is looking to get the next generation involved with conservation of Montana's resources.

1

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outreach site visits is to raise the awareness level of invasive species prevention practices amongst communities that are most likely to spread invasive species. CEMIST is also attending local community events such as the Craig Caddis Festival, State Fair, and the Stock Growers Association Convention to bolster invasive species outreach efforts throughout the state. CEMIST outreach efforts were also featured on the Great Falls Tourism podcast 'We're No Dam Experts' in Episode 37: That's What Tree Said.

CEMIST members recently received training in aquatic invasive species early detection and monitoring training from FWP. The group will be participating in aquatic invasive species surveying and monitoring efforts in 5 regions in Montana with major watersheds that significantly contribute to Montana's economy each year. This is important because aquatic invasive species can have huge effects on the state's two primary industries: 1) agriculture and 2) outdoor recreation. For example, the estimated cost of the introduction of invasive mussels to Montana would be \$234 million annually (DNRC). Whereas, the state currently only spends \$6.5 million annually on prevention efforts which is only approximately 3% of the cost of introduction of these invasive mussels (DNRC).

Right: CEMIST at the Eagles Nest Lodge in Hardin, Montana

Left: CEMIST at the State Fair.

Below: CEMIST members with a school group at the Billings Riverfront Park.

2

Colin Threlkeld wrote an update on CEMIST and the group's outreach work



Above: Julie (right) at Foothill Farm in St. Ignatius in Lake County, Montana

Women in Agriculture

Jillian Henrichon
Big Sky Watershed Corps Member

In 2018, *Montana Women from the Ground Up (Passionate Voices in Agriculture and Land Conservation)*, a book highlighting the experiences of women in agriculture, was published. Gail Cicon's continuing effort to gather more of these stories as well as a curiosity about how conservation districts interface with local agricultural producers led me to speak with Julie Pavlock, a woman who owns and operates Foothill Farm in St. Ignatius, Lake County. Julie studied at the University of Montana and then attended a farm program at UC Santa Cruz. She worked on several farms before coming back to Montana and starting Foothill Farm herself in 2004. Foothill farm produces beef cows, a myriad of organic vegetables, and seed garlic that is distributed all over the state and sold through the Western Montana Growers Coop.

Julie says lots of things inspired her to get into agriculture - "some of the biggest things are getting to work outside, the joy of growing, and the fact I get to produce delicious and healthy food for the people in the community." However, family tradition was not necessarily a big factor, although her father grew up on his dad's farm, Julie did not grow up on a farm herself. Nevertheless, her dad now helps to take care of the cows at Foothill. I asked Julie if she has experienced any unique challenges or opportunities because of the fact she is a woman in her field. She responded that "woman face challenges in most professions, that's not unique to farming." Something



Bottom: Inside Foothill Farm's Greenhouse.

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challenging to her is trying to balance being a mom and a farmer; which is both wonderful and difficult given the busy nature of the job. She also said "It is difficult when people will prefer to talk to my dad rather than me."

Julie has implemented many conservation practices at Foothill Farm with the help of services provided by Lake County Conservation District. Julie has been able to implement cover cropping, crop rotation, drip irrigation and planting of both fruit bearing and native pollinator trees. She said, she had always wanted to use these practices but may not have been able to achieve that without help from the district.

Julie says that the most rewarding parts of her job are working with animals, hiring people that are interested in learning how to farm on their own, and producing beautiful food. She comments that "without lots of help from my family and the community, I would not be where I am today."

Note:
This story is an informal human-interest story.
It was inspired by, but is not a part of, the
Women's Oral History Project.

From The Ground Up

Gail Cicon, Coordinator

The Agricultural Women's Oral History project was started 2012 by Linda Brander, then Resource Specialist from the Department of Natural Resources and Conservation (DNRC). With the help of Conservation District Administrators and their boards, approximately 50 women from 24 districts were interviewed and recorded. These were stories from passionate voices in agriculture and land conservation. The recordings can be found on the DNRC website as well as the Montana Historical Society's website. Through grant funding, an author, Kristine Ellis was hired to sift through all these interviews of women of varying ages and experiences to write a book about Montana Women in agriculture and conservation.

The Montana DNRC deemed the project important enough to continue to obtain women's stories from the 34 other conservation districts who did not have interviews in the first round. These new interviews will be posted on the DNRC website as well as the website of the Montana Historical Society. Gail Cicon has been contracted with the DNRC to continue the project and get at least one story from each of the 34 districts who did not originally participate. After contacting most of these 34 districts, Gail hopes to get in touch with people interested in the project.

Contact

If you have questions, please feel free to contact the project:
email: cd.womens.history@gmail.com
phone: 406-460-1648

Jillian Henrichon, BSWC Member, on Women in Agriculture.

Gail Cicon wrote, *From The Ground Up*, an overview of the Agricultural Women's Oral History Project.

Other Stories

Meet Us at the Headwaters: The 2021 River Rendezvous

Molly Masters

70th Annual Ruby Valley CD Banquet

London Bernier

StAGE

DNRC Mapping Service

Connecting Montana's Communities to their Wildlife Neighbors

RVCD

Irrigation Improvements Along the Yellowstone River with MCC Fellow

Michael Perkins

Michael Perkins

Leopold Conservation Award: Craig and Connii French

Sand County Foundation

Leopold Conservation Award

Sand County Foundation

Montana Wildfire and Drought Updates

MACD

Unity of Message: An open letter to Montana conservation districts

Mark Bostrom

Pollinator Week

Jillian Henrichon

and many more...

—

TMC Contributions

We need your continued engagement!

We take a stories on a diversity of topics and at a range of lengths.

For TMC contributions, leads, or comments, please contact:

Eric Rannestad

eric@macdnet.org

860.391.9518

MACD Wordpress Multisite & Web Services

- 50+ active sites on the MACD Wordpress Multisite Network.
- Site cost is usually \$30-\$50/year, $\frac{1}{2}$ the cost of next best hosting option.
- Premium plugins and themes to share across network
 - Six premium WPMU plugins: SEO, Analytics, Forms and User Input, Image and Asset Optimization, Security, and Mailing Lists
 - Total Theme: a premium and highly customizable theme that includes a lot of great features to make page editing easier

MACD Website Updates

New MACD Membership Site
membership.macdnet.org

Status: Live!

This private website is for conservation districts and partners to share information via a membership only (private) online space.

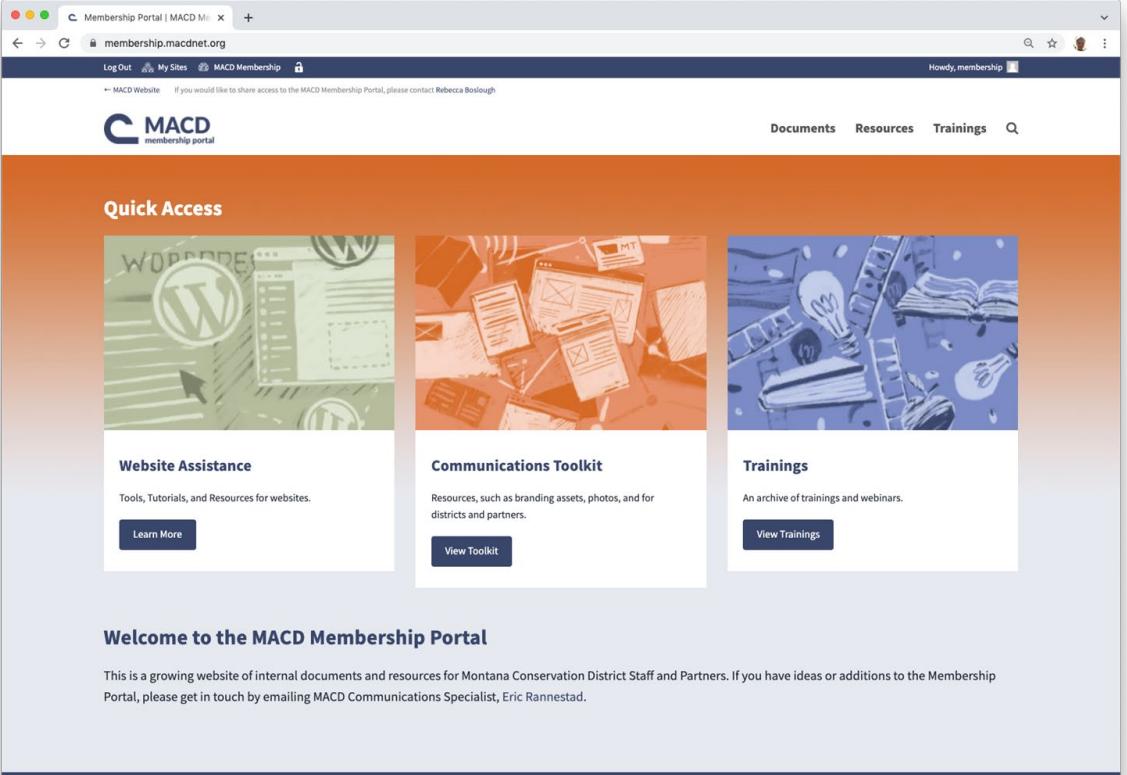
Updated MACD Website
macdnet.org

Status: Coming Soon...

With the MACD/SWCDM merger, we're taking the opportunity to reorganize some of the information on our website, add functionality, and touch up our branding.

Membership Site

- Private space for conservation districts to share information and resources.
- Still growing and changing, but it is officially launched and accessible to CDs!



The screenshot shows the 'Membership Portal | MACD Member' page at membership.macdnet.org. The top navigation bar includes 'Log Out', 'My Sites', 'MACD Membership', 'MACD Website' (with a note about sharing access), and a 'Howdy, membership' greeting. The main content area features a 'Quick Access' section with three cards: 'Website Assistance' (illustrated with a green and white WordPress-themed graphic), 'Communications Toolkit' (illustrated with a red and orange graphic of various communication tools), and 'Trainings' (illustrated with a blue and purple graphic of books and lightbulbs). Below this is a 'Welcome to the MACD Membership Portal' section with a message about the growing nature of the site and contact information for the MACD Communications Specialist, Eric Rannestad.

Log Out My Sites MACD Membership

MACD Website If you would like to share access to the MACD Membership Portal, please contact [Rebecca Boslough](#)

Howdy, membership

Documents Resources Trainings

MACD membership portal

Quick Access

Website Assistance
Tools, Tutorials, and Resources for websites.
[Learn More](#)

Communications Toolkit
Resources, such as branding assets, photos, and for districts and partners.
[View Toolkit](#)

Trainings
An archive of trainings and webinars.
[View Trainings](#)

Welcome to the MACD Membership Portal

This is a growing website of internal documents and resources for Montana Conservation District Staff and Partners. If you have ideas or additions to the Membership Portal, please get in touch by emailing MACD Communications Specialist, Eric Rannestad.

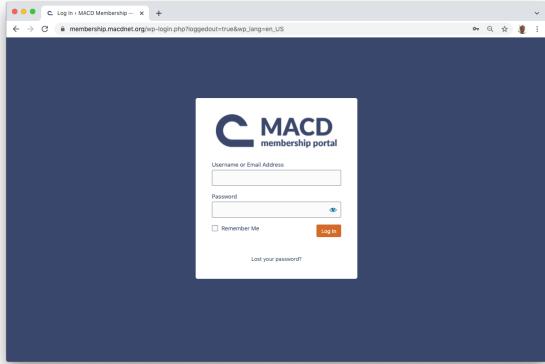
Membership Site

Navigate to the site:

- Navigate directly:
membership.macdnet.org
- Go through the MACD website menu

Login

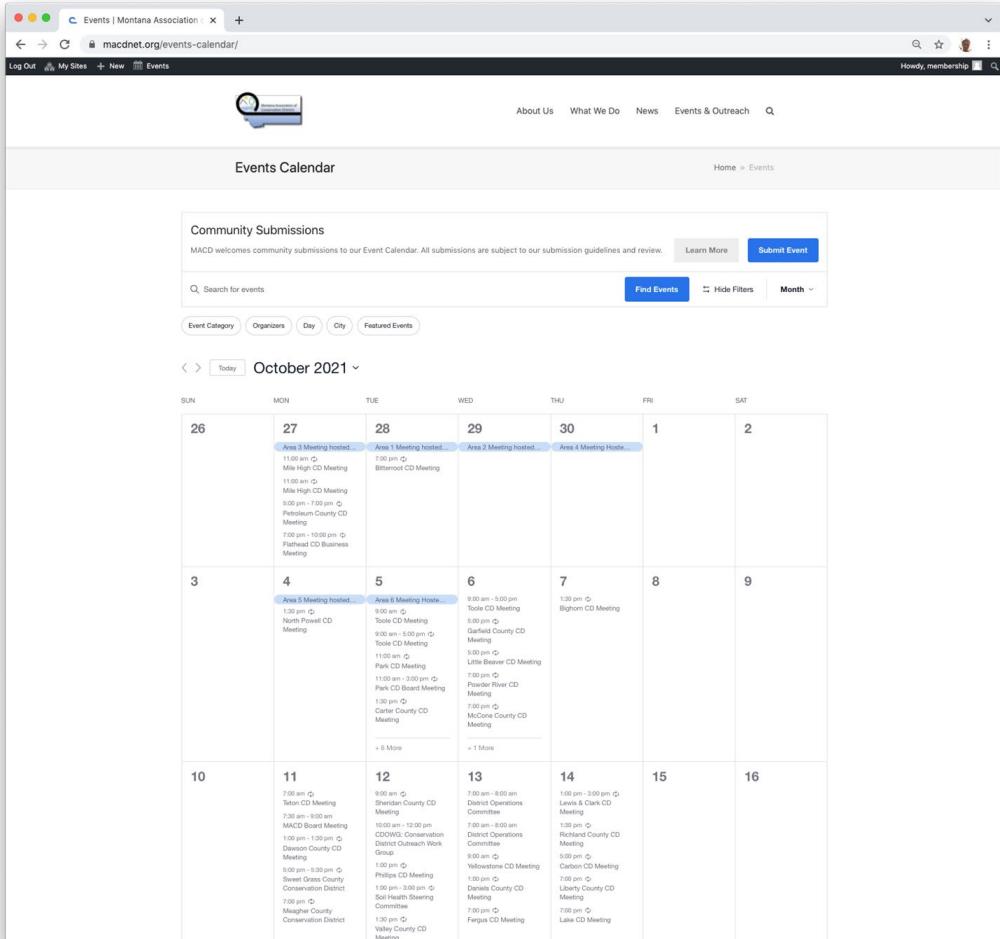
- Use a shared login option
- If you have a wordpress account with MACD, you can login with those credentials



Account	Email	Password
General	membership@macdnet.org	conservation2021!
Area 1	area1-membership@macdnet.org	conservation2021!
Area 2	area2-membership@macdnet.org	conservation2021!
Area 3	area3-membership@macdnet.org	conservation2021!
Area 4	area4-membership@macdnet.org	conservation2021!
Area 5	area5-membership@macdnet.org	conservation2021!
Area 6	area6-membership@macdnet.org	conservation2021!

MACD Calendar

- Improved new interface for finding and filtering events.
- Website visitors can now submit events to the calendar from the website frontend.



The screenshot shows the Events Calendar page of the Montana Association website (macdnet.org/events-calendar/). The page features a header with the MACD logo, navigation links for About Us, What We Do, News, Events & Outreach, and a search bar. Below the header is the Events Calendar section with a title "Events Calendar" and a breadcrumb "Home > Events".

The calendar for October 2021 is displayed, showing events for each day from October 26 to October 31. Each event is listed with a title, date, and time. For example, on October 27, there are events for "Area 3 Meeting hosted..." (7:00 am - 8:00 am), "Mile High CD Meeting" (11:00 am - 12:00 pm), and "Sweet Grass County Conservation District" (3:00 pm - 5:30 pm). The "Area 5 Meeting hosted..." event on October 4 spans from 9:00 am to 12:00 pm and includes sub-events for "North Powell CD Meeting", "Toole CD Meeting", "Toole CD Meeting", "Park CD Meeting", "Carter County CD Meeting", and "McCone County CD Meeting".

Below the calendar, there is a "Community Submissions" section with a "Submit Event" button. The footer of the page includes links for "About Us", "What We Do", "News", "Events & Outreach", and "Contact Us".

-

Demo - 5 min

Membership Site + Calendar

[Membership Website](#) | [Calendar](#)

Conservation District Outreach Work Group

“CDOWG”

Interim Committee

Current Members

David Martin - Chair
Lewis & Clark CD

Rebecca Boslough - Member
MACD

Tahnee Benson - Admin Support
Sheridan CD

Elisha Dempsey - Member
Toole CD

Chris Evans - Member
Lewis & Clark CD

Eric Rannestad - Staff
MACD

and new steering committee members...

Covering Today

- Why's and How's of forming CDOWG
- Washington State Outreach Effort and their CPO Committee
- Why invest in outreach anyway?
- Structure & Strategy of the Outreach Work Group
- Work to Date: Communications Toolkit

Why's and How's of CDOWG

“A conservation what?”

- But CDs have been trying to improve outreach!
- Are these communications efforts having an effect?
- Moving the needle: Conservation districts are still a relatively unknown entity in Montana.

—

We Got Help

January

Basics of Marketing

Laura Parvey Connors, Meld Marketing

February

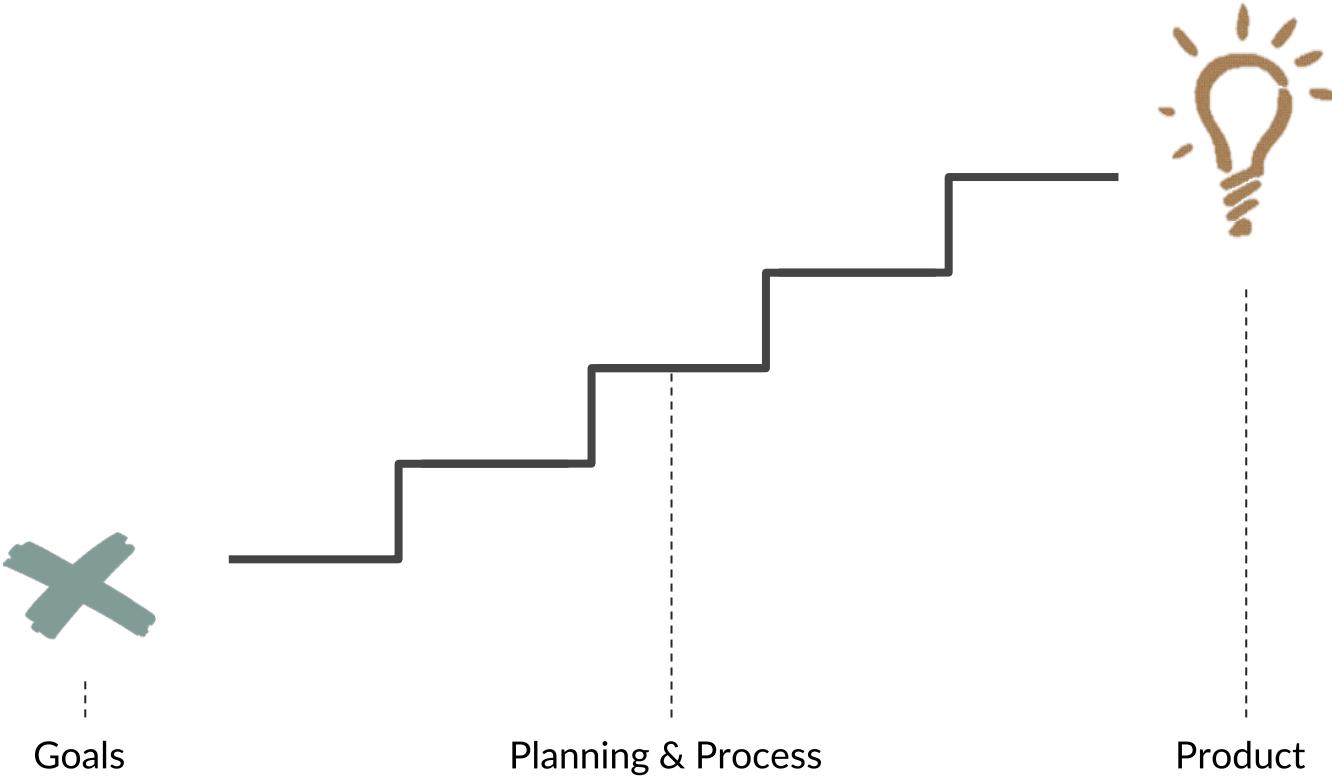


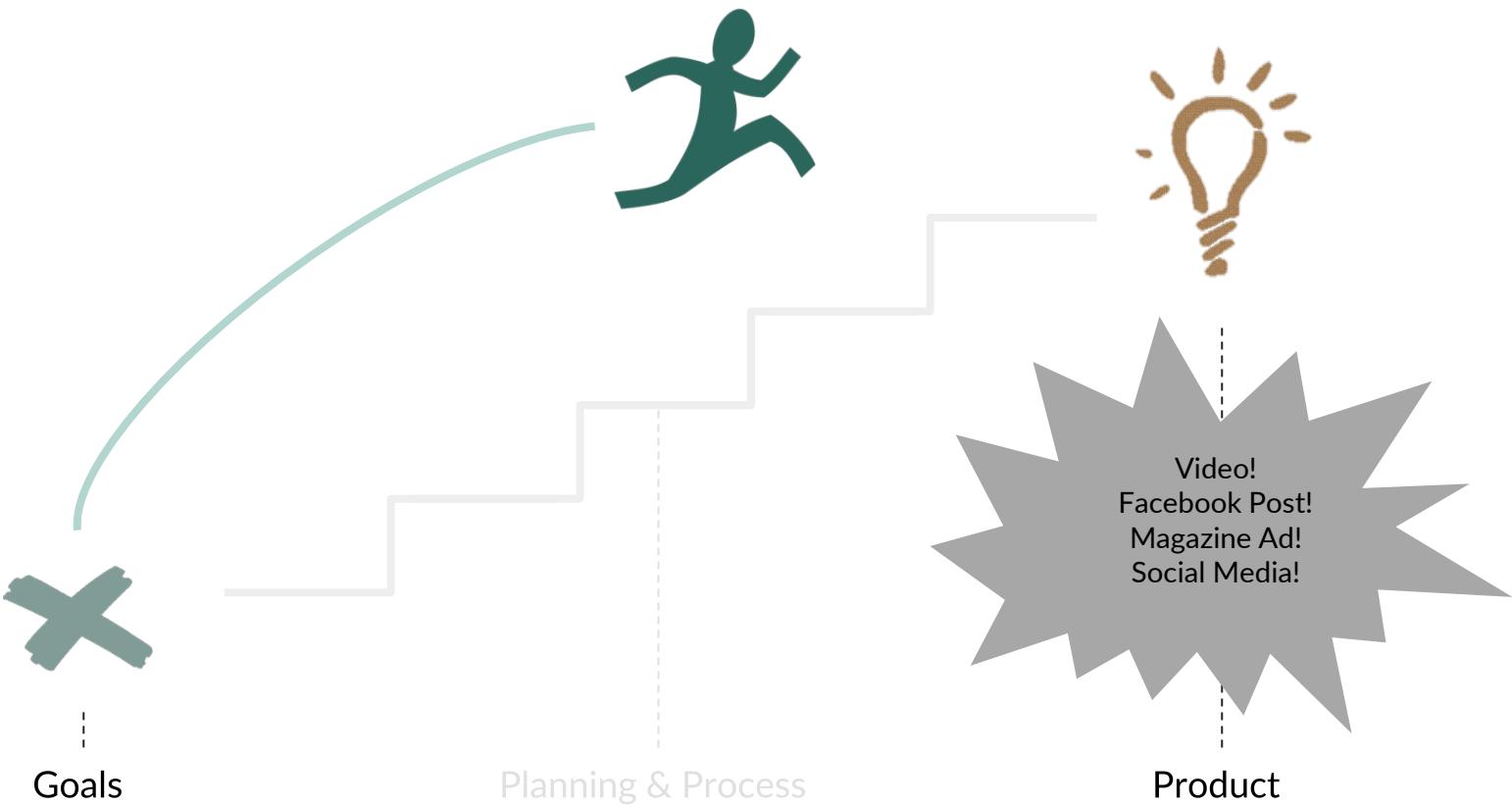
Washington CPO

Laura Meyer, Washington SCC

Current Outreach Habits

- The “Shotgun Approach”







The Washington State Model

Their solution has been successful

Washington CDs were in a similar place

Launched the Community Partnership and Outreach (CPO)
Group ~6 yrs ago

Barriers to Improved Outreach

- Capacity Limitations
 - Don't have a bottomless marketing budget
- Coordination Limitations
 - Many different organizations across the State
- Cohesion Issues
 - CDs have a diversity of messaging and branding



What Can CDs Leverage?

- Together, lots of Staff/Supervisors
- Technology
- Willingness to Share
- State Level Capacity (Laura)
- Strength in Numbers
- Common Goals



Washington CPO Group

Targets their identified outreach barriers: capacity, coordination, cohesion



Washington CPO Group

Steering Committee Composition:

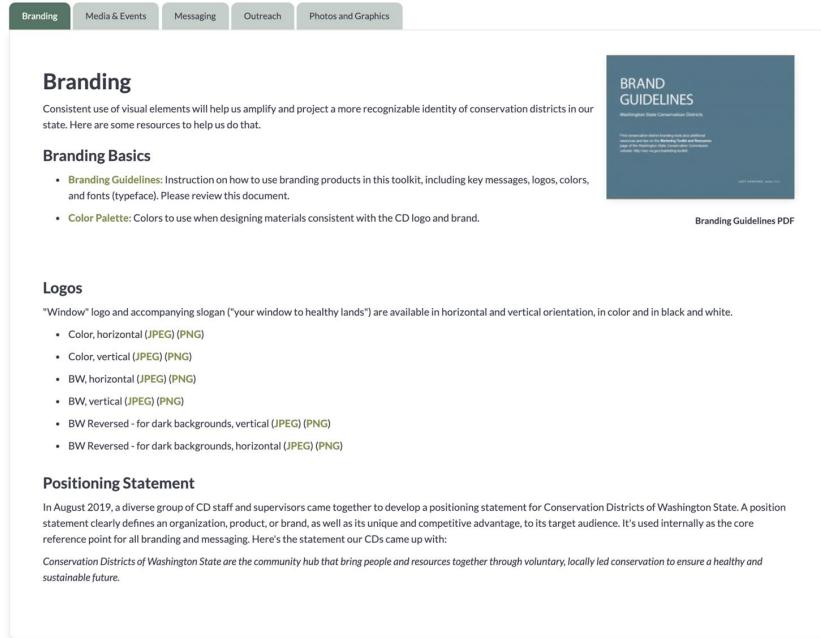
- 12-15 CD staff/supervisors representing every:
 - Geographic region
 - Capacity level
 - Landowner/land user
- Association rep
- SCC Communications Manager + Administrative Support



Washington CPO Group

1. Conservation District give input
2. Steering Committee builds consensus and decides on direction
3. Formation of subcommittees to build products

Right: Screenshot of the CPO's marketing toolkit. This is where a lot of the subcommittee work ends up.

A screenshot of a website interface for the Washington CPO Group's marketing toolkit. At the top, there is a navigation bar with five tabs: 'Branding' (which is highlighted in green), 'Media & Events', 'Messaging', 'Outreach', and 'Photos and Graphics'. Below the navigation bar, the 'Branding' section is expanded. It contains a sub-section titled 'Branding Basics' with two bullet points: 'Branding Guidelines' (link) and 'Color Palette' (link). To the right of this text is a thumbnail image of a document titled 'BRAND GUIDELINES' for the 'Washington State Conservation Districts'. Below the 'Branding Basics' section is another sub-section titled 'Logos' with a list of eight logo variations (Color, horizontal; Color, vertical; BW, horizontal; BW, vertical; BW Reversed - for dark backgrounds, vertical; BW Reversed - for dark backgrounds, horizontal). Further down is a 'Positioning Statement' section with a paragraph of text and a link to 'Positioning Statement PDF'. At the very bottom of the screenshot, there is a footer with the text 'Conservation Districts of Washington State are the community hub that bring people and resources together through voluntary, locally led conservation to ensure a healthy and sustainable future.'

Branding

Consistent use of visual elements will help us amplify and project a more recognizable identity of conservation districts in our state. Here are some resources to help us do that.

Branding Basics

- Branding Guidelines: Instruction on how to use branding products in this toolkit, including key messages, logos, colors, and fonts (typeface). Please review this document.
- Color Palette: Colors to use when designing materials consistent with the CD logo and brand.

Logos

"Window" logo and accompanying slogan ("your window to healthy lands") are available in horizontal and vertical orientation, in color and in black and white.

- Color, horizontal (JPEG) (PNG)
- Color, vertical (JPEG) (PNG)
- BW, horizontal (JPEG) (PNG)
- BW, vertical (JPEG) (PNG)
- BW Reversed - for dark backgrounds, vertical (JPEG) (PNG)
- BW Reversed - for dark backgrounds, horizontal (JPEG) (PNG)

Positioning Statement

In August 2019, a diverse group of CD staff and supervisors came together to develop a positioning statement for Conservation Districts of Washington State. A position statement clearly defines an organization, product, or brand, as well as its unique and competitive advantage, to its target audience. It's used internally as the core reference point for all branding and messaging. Here's the statement our CDs came up with:

Conservation Districts of Washington State are the community hub that bring people and resources together through voluntary, locally led conservation to ensure a healthy and sustainable future.

BRAND GUIDELINES

Washington State Conservation Districts

These conservation district branding guidelines are intended to help districts maintain a consistent and professional image. Please review and use them as you create your own materials.

BRANDING GUIDELINES PDF

Formation of CDOWG

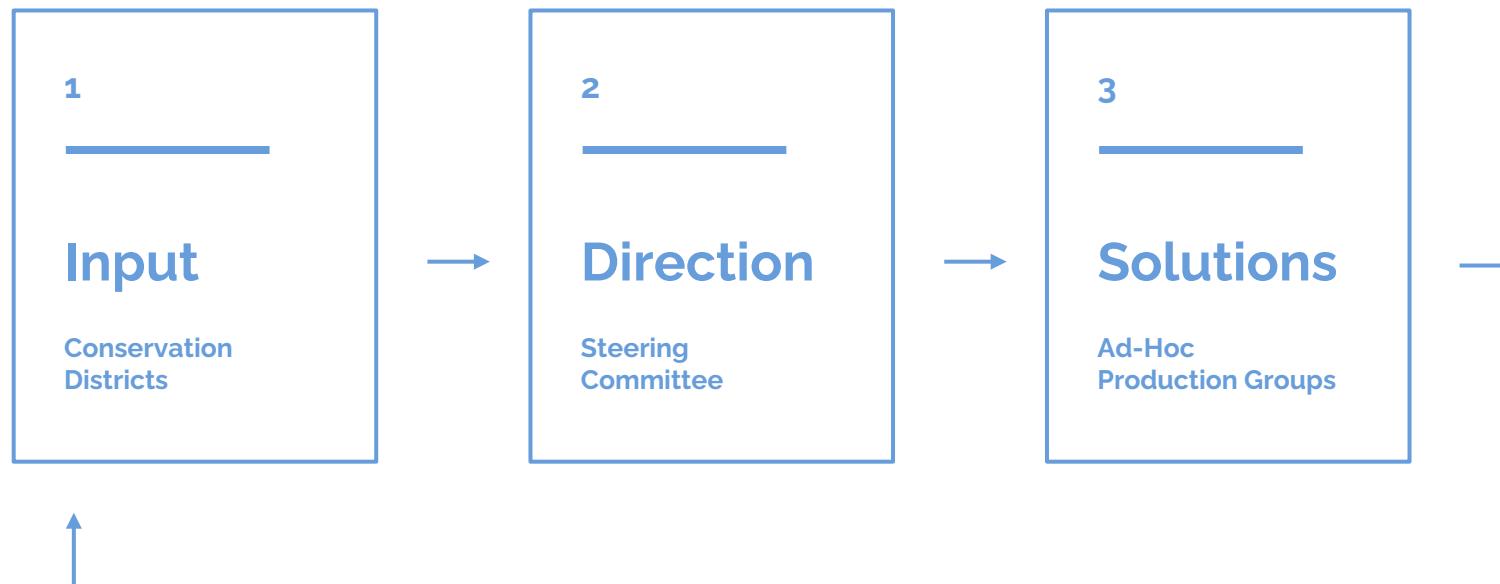
Bringing the Washington
outreach model to Montana

In March 2021, the MACD
Education Committee voted to form
the CD Outreach Work Group
(CDOWG).

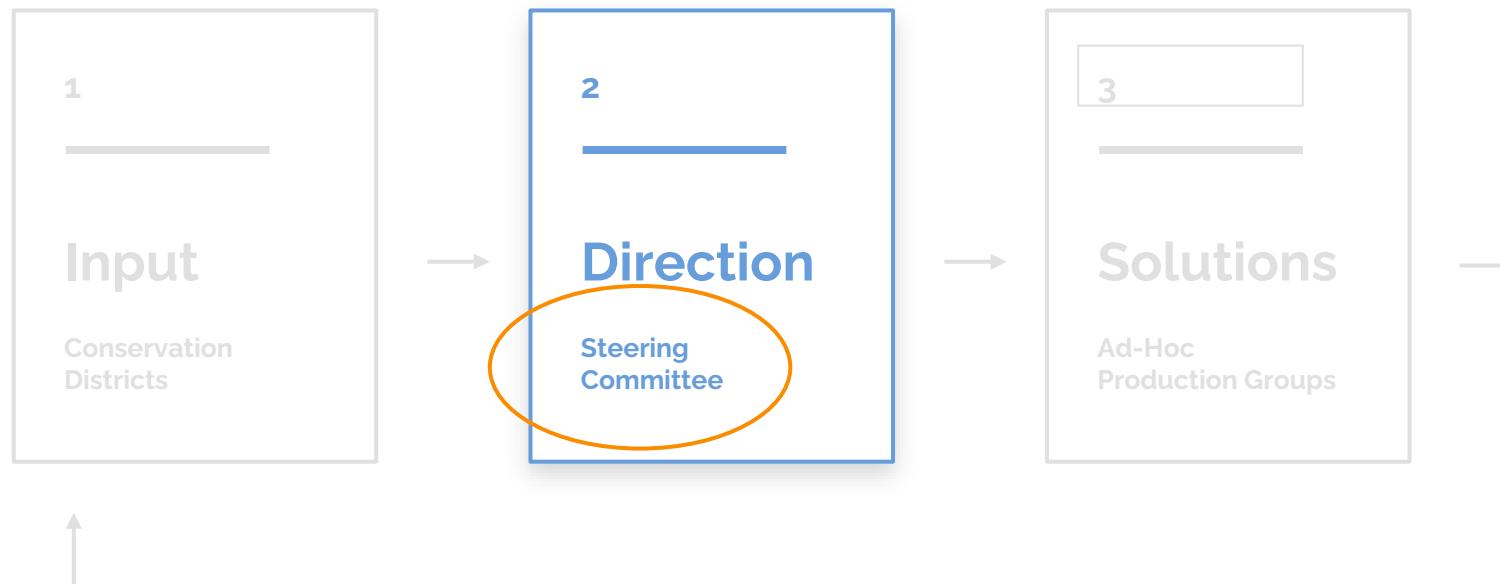
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The Conservation District Outreach Work Group (CDOWG) was formed to strategize, coordinate, and assist Montana's conservation districts in their outreach across the State.

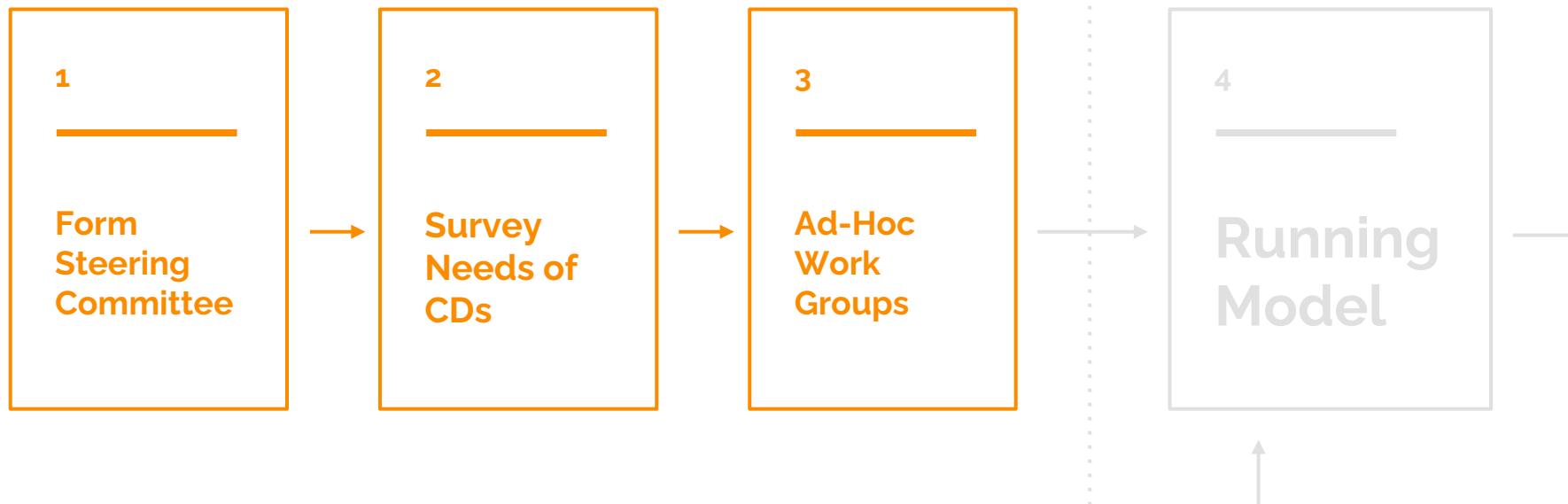
Running Model



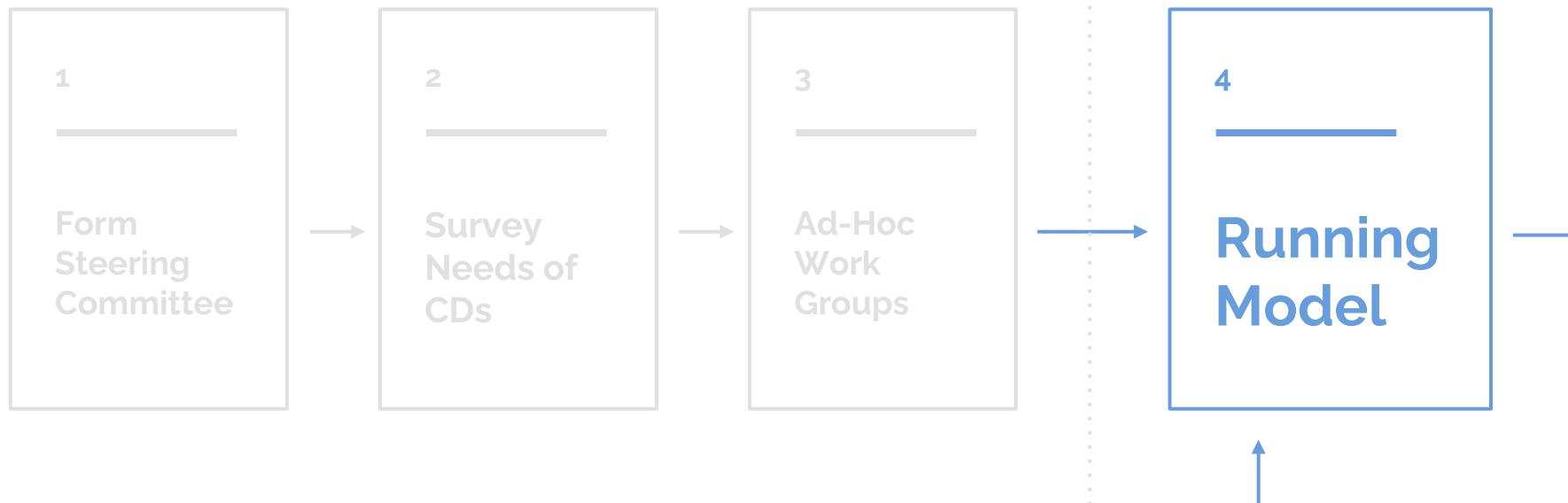
Running Model



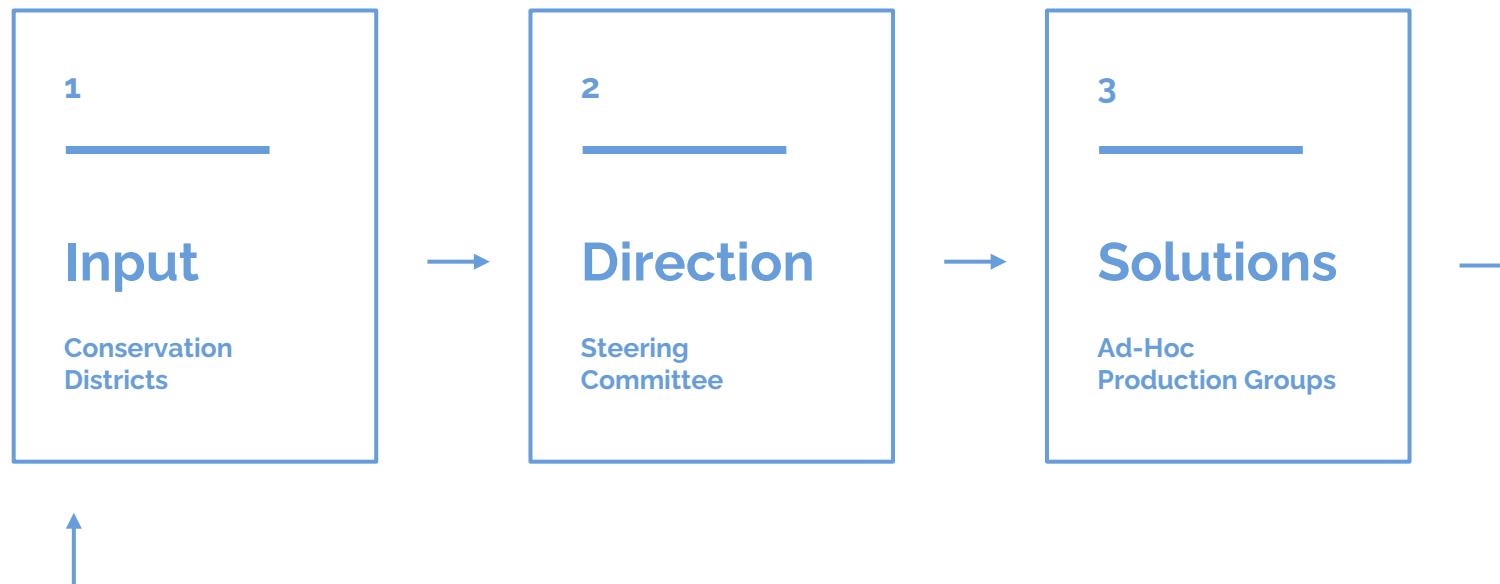
Start Up Model



Start Up Model



Running Model



Date (2021)	Objective	Comments / Description
Jan – Mar	Initial Outreach Investigation	Investigated developing a strategic approach to outreach by having presentations by Outreach Professionals and Washington State
Apr	Formation of CDOWG	CD Outreach Work Group (CDOWG) formed
May	CDOWG First Meeting	Outlined how to develop an Outreach Strategy. Also look for interim projects to work on.
Jun	Create Communications Toolkit	Started work on an Communications Toolkit modeled after Washington's effort.
Jul - Aug	Staffing Up	Tahnee Benson from Sheridan CD selected. Job Description for Steering Committee Developed
Oct	Steering Committee Finalized	Team Building
Nov	Steering Committee to Begin Development of Outreach Strategy	Outreach Strategy
Dec	Survey Districts	Will drive Outreach Strategy

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Call for Steering Committee Members

Join the Outreach Workgroup

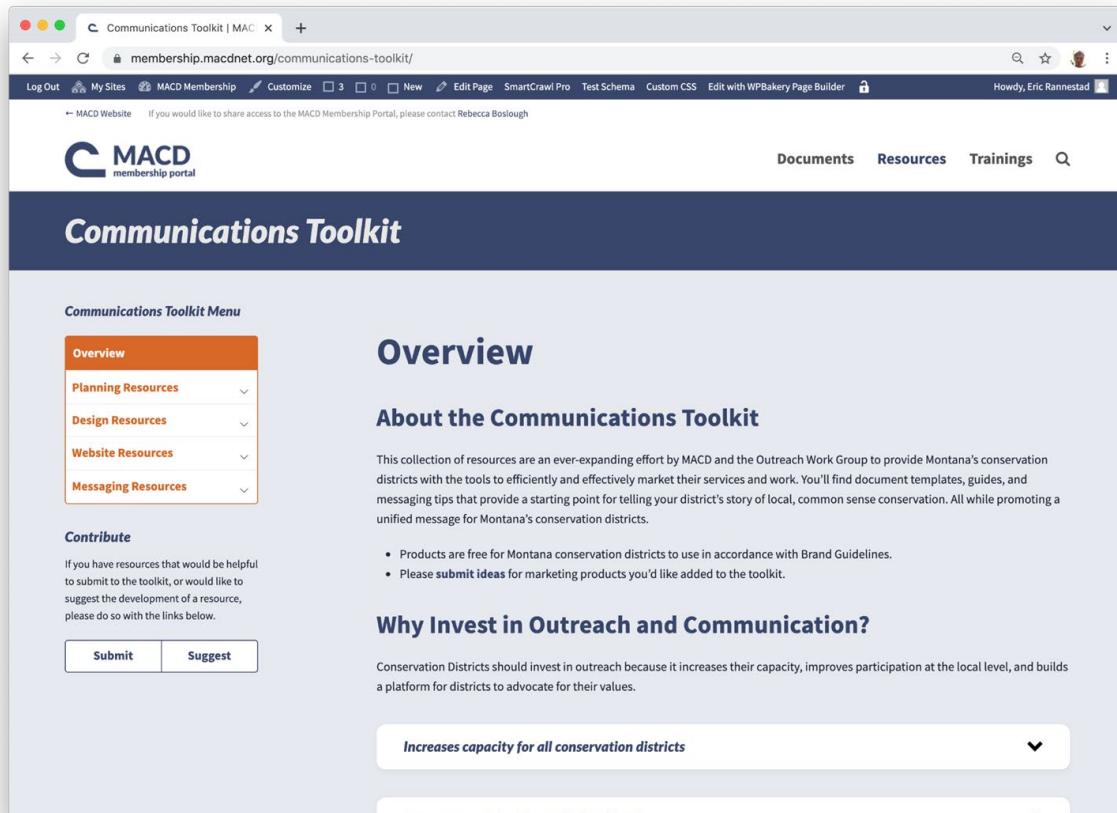
Contact Eric Rannestad
eric@macdnet.org

- Supervisors and Staff
- You don't need to be a marketing "guru"
- Make your CD, and others like it, heard during the outreach process
- You'll have a front-seat ticket to improving your own outreach

Communications Toolkit

Communications Toolkit

- Growing Resource on the MACD Membership website
- Product of CDOWG, based on the CPO [Marketing Toolkit](#)



The screenshot shows a web browser displaying the 'Communications Toolkit' page from the MACD membership portal. The URL in the address bar is membership.macdnet.org/communications-toolkit/. The page features a dark blue header with the MACD logo and navigation links for 'Documents', 'Resources', 'Trainings', and a search icon. The main content area has a white background. On the left, there's a sidebar with a 'Communications Toolkit Menu' containing 'Overview' and four dropdown categories: 'Planning Resources', 'Design Resources', 'Website Resources', and 'Messaging Resources'. Below this is a 'Contribute' section with a note about submitting resources and two buttons: 'Submit' and 'Suggest'. The main content area has a large heading 'Overview' and a sub-section 'About the Communications Toolkit' with a descriptive paragraph. It also lists two bullet points under 'Why Invest in Outreach and Communication?'. At the bottom, there are two dropdown menus: one for 'Increases capacity for all conservation districts' and another for 'Improves participation at the local level'.

Communications Toolkit

Communications Toolkit Menu

Overview

Planning Resources

Design Resources

Website Resources

Messaging Resources

Contribute

If you have resources that would be helpful to submit to the toolkit, or would like to suggest the development of a resource, please do so with the links below.

Submit Suggest

Overview

About the Communications Toolkit

This collection of resources are an ever-expanding effort by MACD and the Outreach Work Group to provide Montana's conservation districts with the tools to efficiently and effectively market their services and work. You'll find document templates, guides, and messaging tips that provide a starting point for telling your district's story of local, common sense conservation. All while promoting a unified message for Montana's conservation districts.

- Products are free for Montana conservation districts to use in accordance with Brand Guidelines.
- Please [submit ideas](#) for marketing products you'd like added to the toolkit.

Why Invest in Outreach and Communication?

Conservation Districts should invest in outreach because it increases their capacity, improves participation at the local level, and builds a platform for districts to advocate for their values.

Increases capacity for all conservation districts

Improves participation at the local level

-

Demo - 20 min Communications Toolkit

[Membership Website](#) | [Communications Toolkit](#)

Call for Steering Committee Members

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Call for Steering Committee Members

Join the Outreach Workgroup

Contact Eric Rannestad
eric@macdnet.org

- Looking for complete representation of MT Conservation Districts
- Coverage of each Area

Questions?

END OF SESSION 1

Basics of Marketing

[Fundamentals](#) [Building Connection](#) [Tips and Tricks](#) [Demo](#) [Wordpress](#)

Eric Rannestad
MACD Communications Specialist
eric@macdnet.org

Marketing Fundamentals

Slides

- Overview: setting goals, planning, and measuring your progress
- Goals
- Planning
- Measurement
- Connecting with Your Audience

Q+A / Discussion

Outreach Plans

Slides

- Cornerstones of Connection
- Introduce outreach plan

Interactive Session

- Example outreach plan

Marketing Tips and Tricks

Slides

- Simple low cost marketing tips
- Overview of helpful marketing tools

Demo

- Canva Pro + Marketing Toolkit
- Asana
- Facebook Business Suite

Q+A / Discussion

Basics of Wordpress

Slides

- Websites and Marketing
- Comms Toolkit Tour: Wordpress Guides

Wordpress Demo

- Anatomy of Wordpress and overview of UI
- Create a post, page, category, and menu
- Appearance Options
- Available Plugins

Q+A / Discussion

Survey Questions

- Most effective way to use social media
- Basic marketing through web applications such as Canva/facebook/website
- How to overcome the challenges of time/funding/capacity
- How to plan a marketing strategy
- Measuring the effectiveness of marketing
- What are the best marketing tools to utilize

Marketing Fundamentals

Goals

Systems

Impact

Goals

Goals are trade-offs

- Goal setting is as much about planning your rewards
- Also about planning your costs



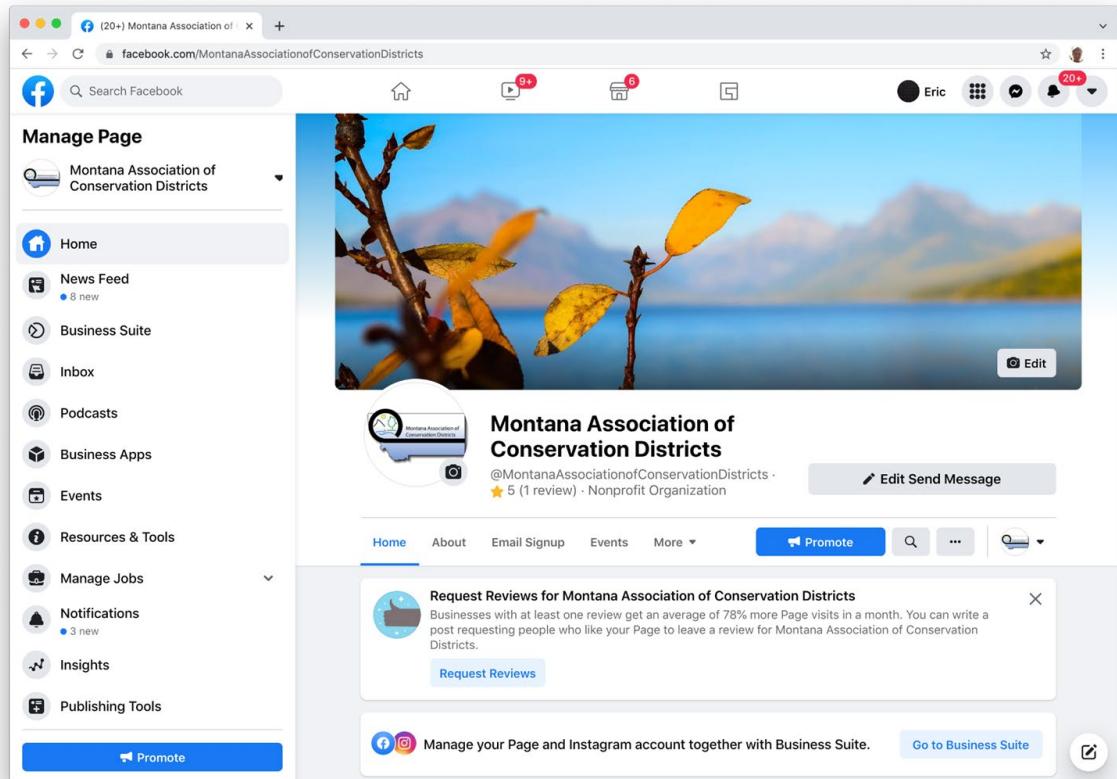
Goals

Setting productive, SMART goals

- SMART = Specific, Measurable, Achievable, Relevant, Timebound
- Refer to your organizations larger strategy (strategic plan), mission statement, stated values

Example of SMART Goal

Increase the number of people who like the MACD Facebook page in the first quarter of 2022



The screenshot shows a Facebook page for the "Montana Association of Conservation Districts". The page header includes a profile picture, the page name, and a "20+" badge. The left sidebar shows a "Manage Page" menu with options like Home, News Feed, Business Suite, and Insights. The main content area displays a large image of autumn leaves against a backdrop of mountains. Below the image is the page's cover photo, which is the same image. The page's name, "Montana Association of Conservation Districts", is displayed with a small profile picture. Below the name, it says "@MontanaAssociationofConservationDistricts · 5 (1 review) · Nonprofit Organization". There are buttons for "Edit" and "Send Message". At the bottom of the page, there are tabs for Home, About, Email Signup, Events, and More. A "Promote" button is at the bottom left. A callout box on the right says "Request Reviews for Montana Association of Conservation Districts" with a "Request Reviews" button. Another callout box at the bottom right says "Manage your Page and Instagram account together with Business Suite" with a "Go to Business Suite" button.

Systems

What is your system for achieving your goal?

- Write out a plan
- Goals are 2x to 3x more likely to succeed if you have a planned system for achieving them

System planning worksheet later...

Impact

If we put time and money into a marketing project we want to try to measure how well that project worked.

- Helpful to know how you will measure impact during the planning phase

—

**“But to find where
you are going, you
must know where
you are.”**

Complete an audit of your current communication tools and promotional efforts

Displays

Email signatures

Events

Facebook

Images & Infographics

Instagram page

Letterhead/Business Cards

LinkedIn page

Mail (Direct to Consumer)

Marketing emails

News Media Coverage

Public Presentations

Press releases

Radio advertising

Recommendations

Report Templates

Reviews

Annual Reports

Brochures

Sponsorships

Testimonials

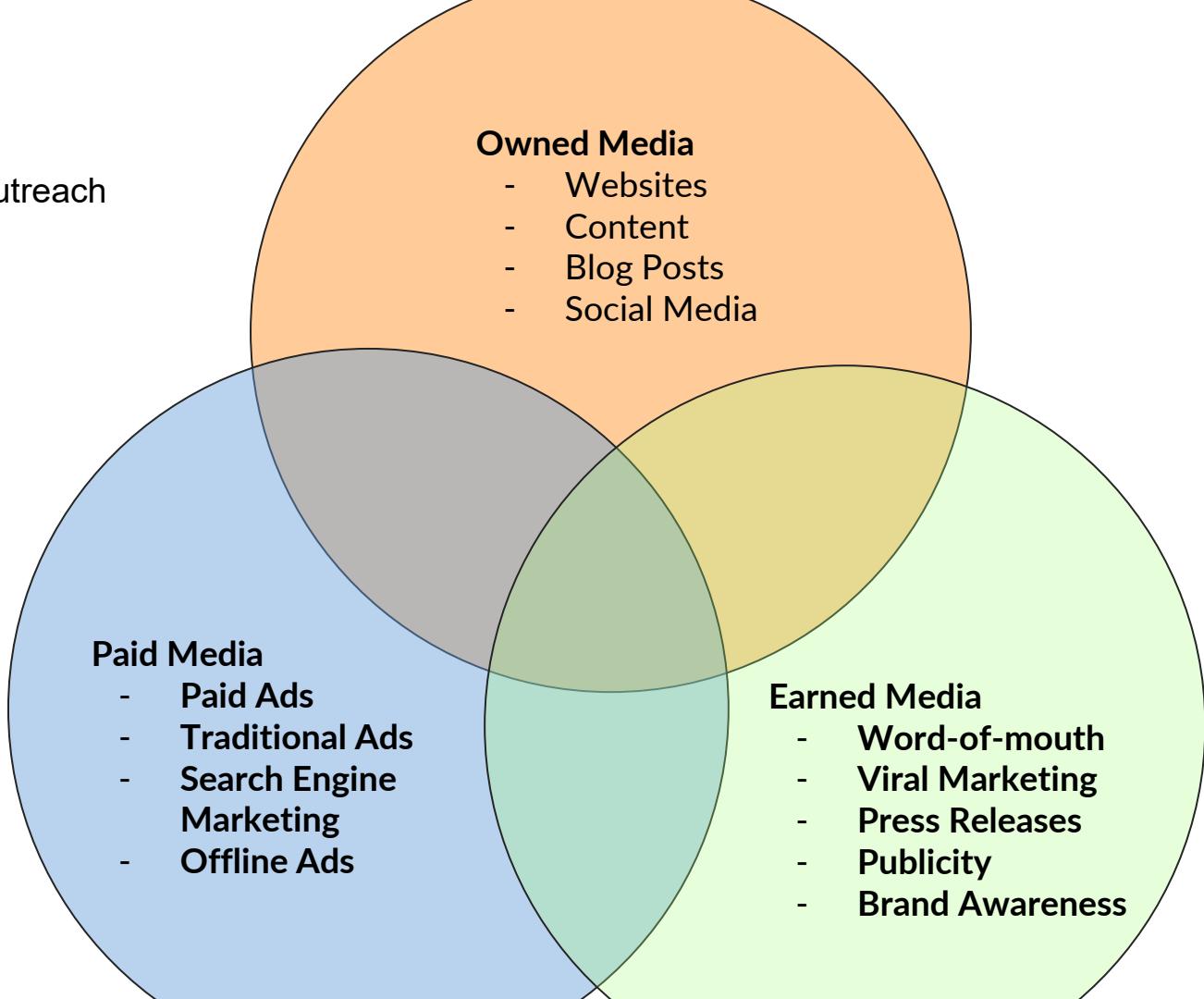
Google/Yelp Reviews

Search Engine Optimization

Signage

Social Media Ads

Categorize your current outreach into the following:



Establishing Connection

—

Connection is the
secret sauce of
effective marketing

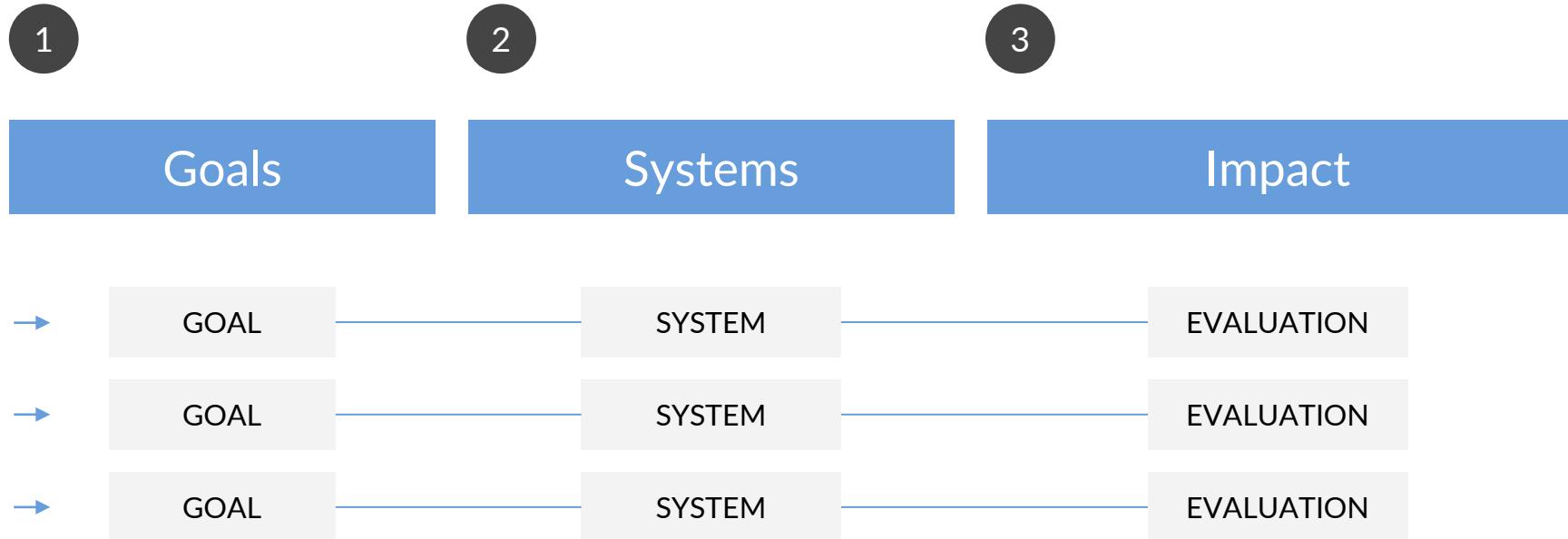
Outreach Plans

Building Connection

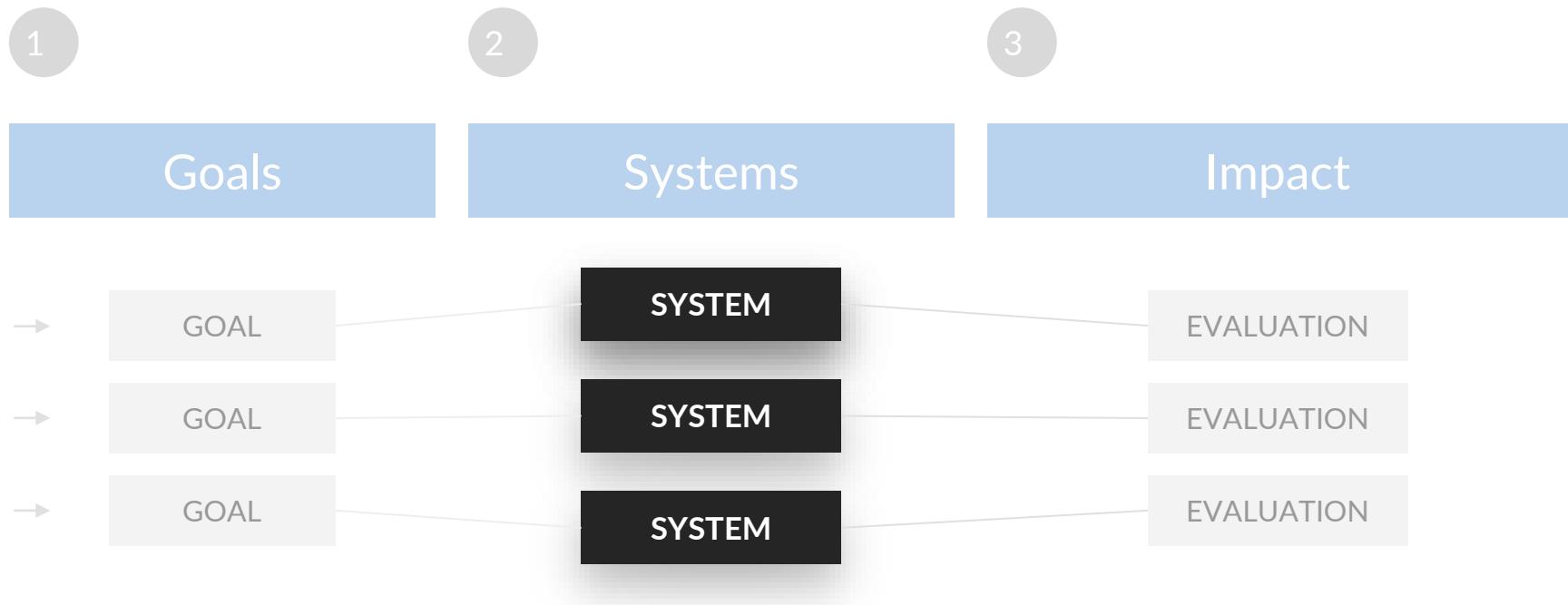
Recap

- Marketing Strategy
 - Goals
 - Systems
 - Impact
- *Connection is the secret sauce*

Key Principles



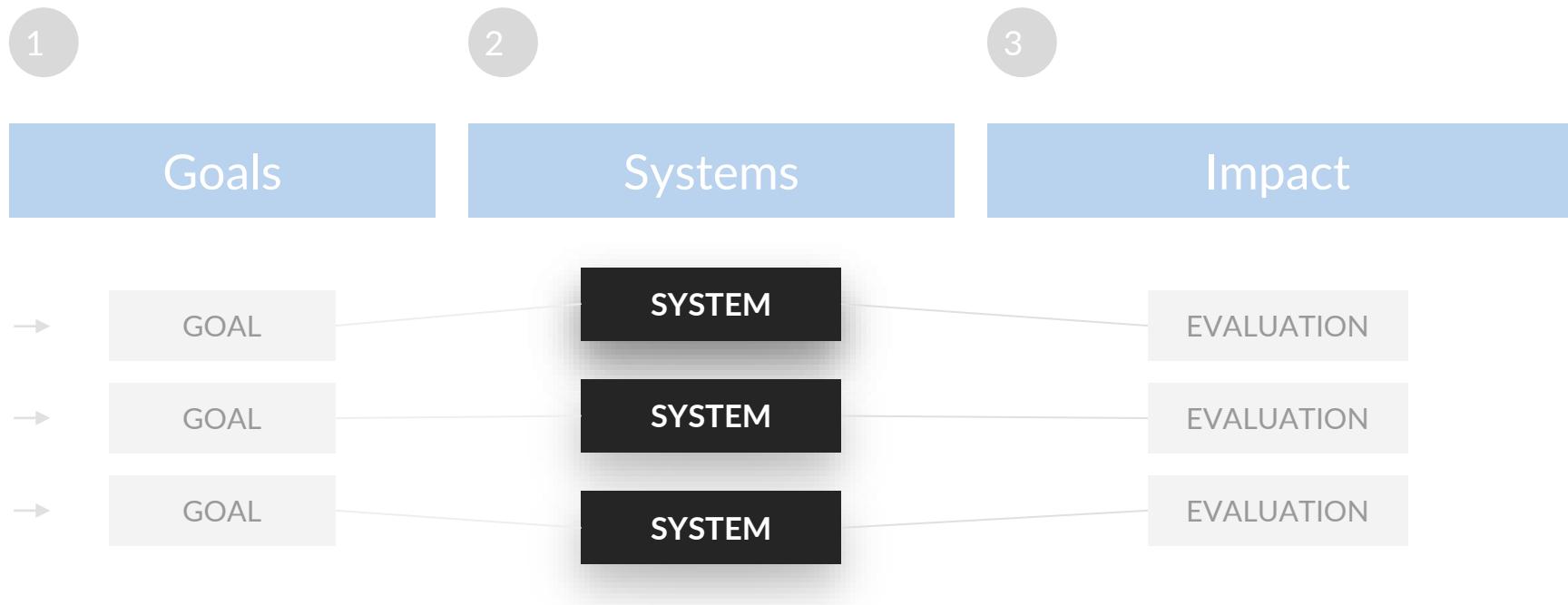
Marketing Strategy



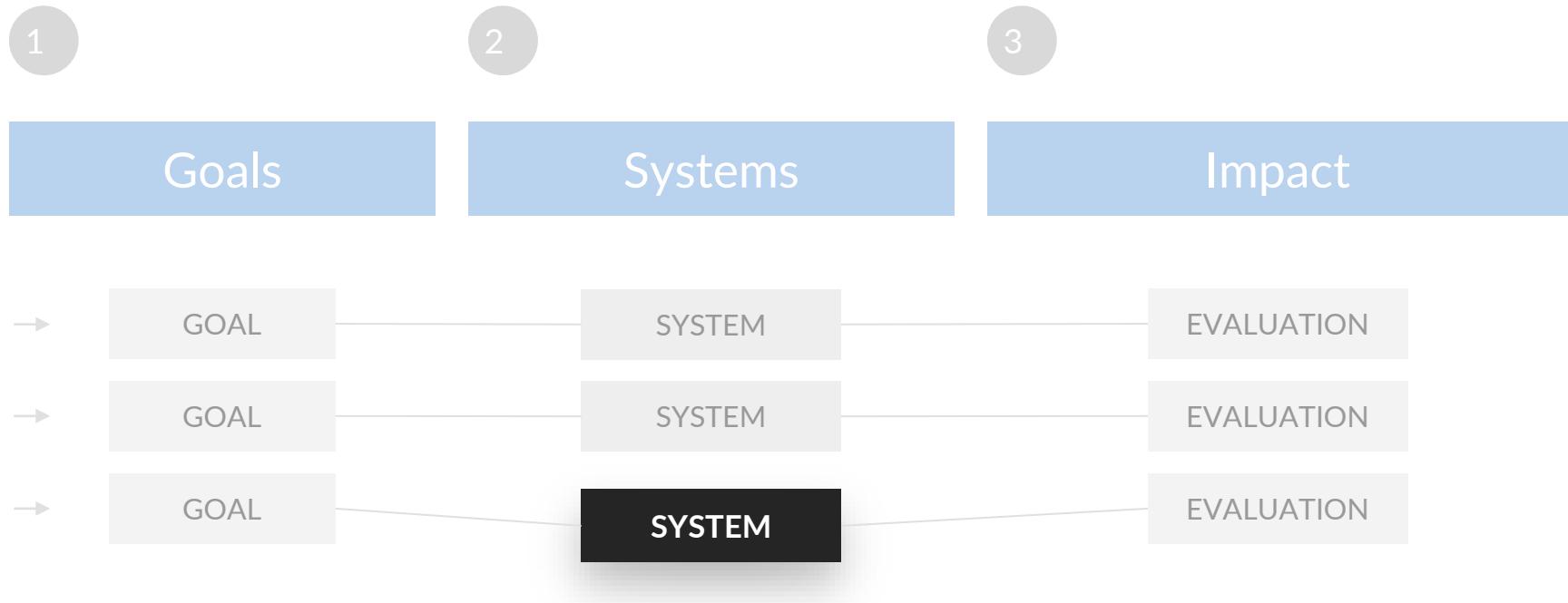
—

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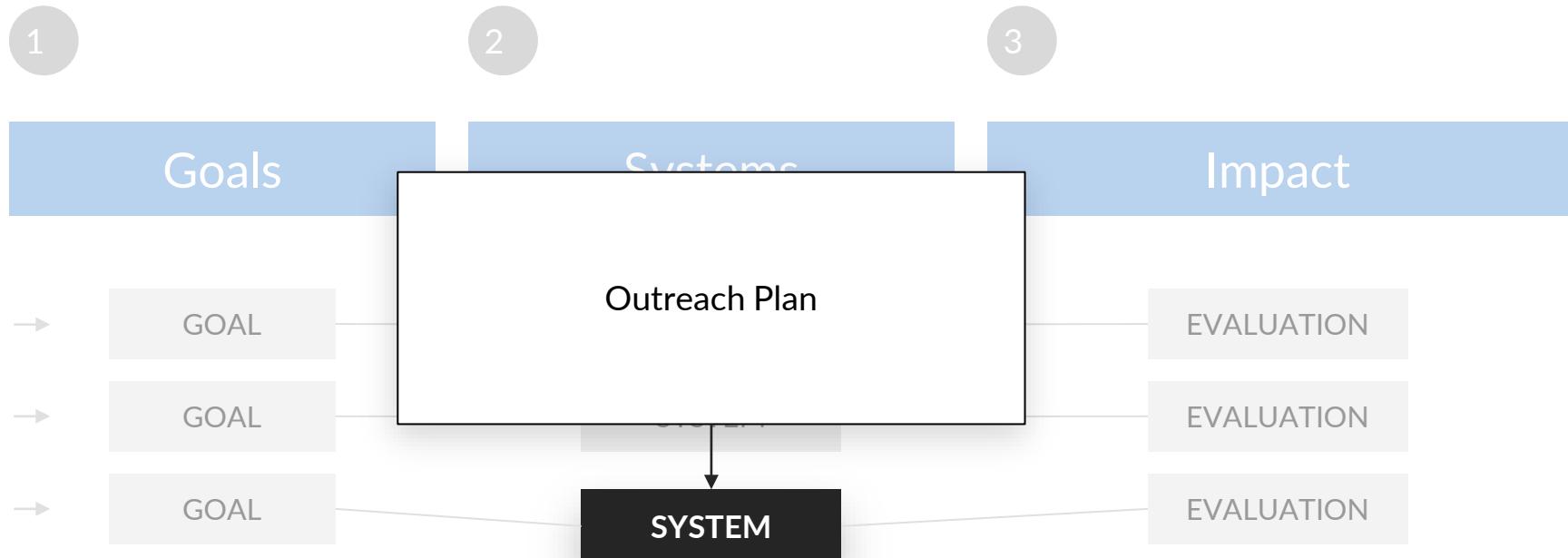
Marketing Strategy



Marketing Strategy



Marketing Strategy



Outreach Plan

Building a connection-focused
system for meeting your
marketing goals

- 4 Steps: “The 4 Cornerstones of Connection”
- Simple Worksheet

Four Steps: “Cornerstones of Connection”

1

2

3

4

Pause for
Purpose

Imagine Your
Audience

Focus and
Filter

Less is
Memorable

Pause For Purpose

- What is your goal?
- Who is your audience?
- Targeted action or behavior?

Imagine Your Audience

- What are their interests, values, experience?
- Who do they trust?
- What channels of information do they use?
- Technical or non-technical language?

Focus and Filter

- How does your target behavior relate to your audience's interests?
- What's barriers exist that prevent them from doing a target behavior?
- Solutions to those barriers?

Less is Memorable

- 3 Key Points
- What supporting facts, data, examples, testimonials support those key points?
- What visuals could support those key points?

Worksheet

Available via the [membership website](#), under the Marketing Toolkit's *Planning Resources* tab.

Available here:
membership.macdnet.org/communications-toolkit/outreach-plans

Cornerstones of Connection: Building Your Outreach Plan

Modified by: Eric Rannestad, Montana Association of Conservation Districts, Communications Specialist (eris@macdnet.org, 860-391-9518)
Created by: Laura Meyer, Washington State Conservation Commission, Communications Manager (lmeyer@scsc.wa.gov, 360-701-0455)

I. PAUSE FOR PURPOSE		
Goal	Audience	Targeted action or behavior

II. IMAGINE YOUR AUDIENCE			
Notes on audience interests, values, and experience:	Who do they trust? (potential spokespeople, testimonials):	What channels of information do they use?	Technical or non-technical language?

Marketing Tips and Tricks

(strategic investment and tools)

Tips and Tricks for low-cost marketing

No magic tool will solve all of your marketing woes

Tools can make things more efficient, but the biggest thing you can do to get better returns for equal time and money is to make strategic outreach investments.

Social Media Post Ideas.

Inspirational Quote

Testimonials

Answer a FAQ

Valuable Tip

Link to recent news

Ask a question

Just for laughs

Product or Service Spotlight

Industry news

Favorite tool

Statistic

Fun Fact

Fill in the blank

Client/Project spotlight

Get to know us

One thing you can't live without

Behind the Scenes

Industry term explained

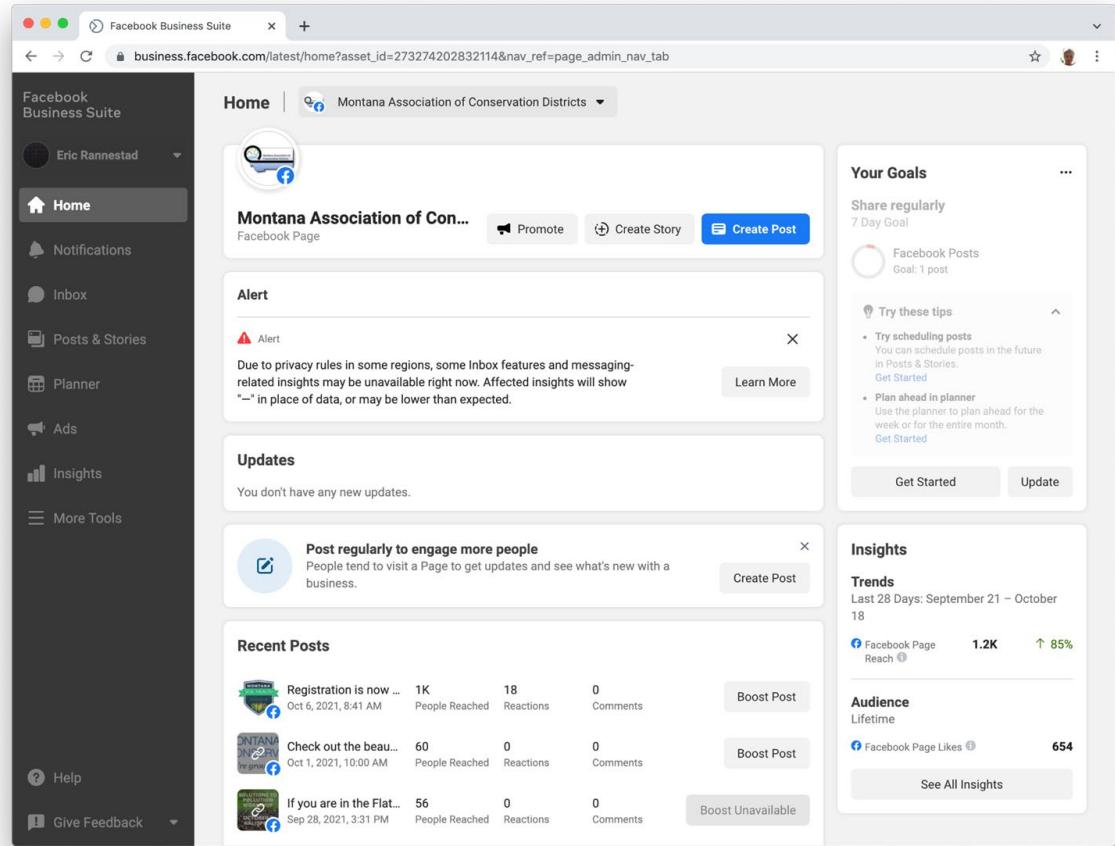
Sponsorship

Marketing Tools for Districts

Facebook Business Suite

Business Suite is a free tool that lets you manage your Facebook, Instagram and Messenger accounts in a single place, saving you time and simplifying how you connect with customers. Whether you're using it on desktop or mobile, Business Suite makes it easy to view notifications and respond to messages quickly.

Demo: business.facebook.com/

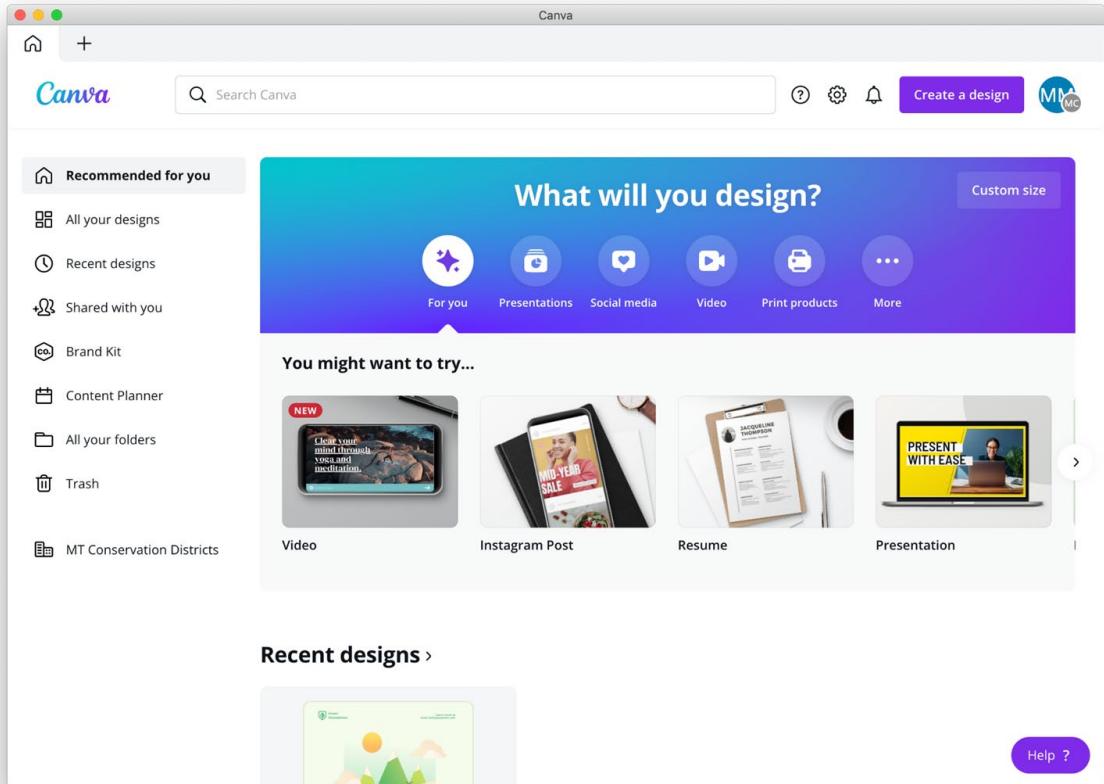


The screenshot shows the Facebook Business Suite interface on a desktop browser. The left sidebar lists navigation options: Home, Notifications, Inbox, Posts & Stories, Planner, Ads, Insights, and More Tools. The main content area is the 'Home' dashboard for the 'Montana Association of Conservation Districts' Facebook Page. The dashboard includes sections for 'Alert' (with a message about privacy rules), 'Updates' (empty), 'Post regularly to engage more people' (with a tip and a 'Create Post' button), and 'Recent Posts' (listing three recent posts with metrics like '1K People Reached' and '18 Reactions'). On the right, there's a 'Your Goals' sidebar with a 'Share regularly' goal (7 Day Goal) and a 'Facebook Posts' section. Below that is a 'Try these tips' section with links to 'Try scheduling posts' and 'Plan ahead in planner'. The bottom right of the dashboard has 'Get Started' and 'Update' buttons. The overall interface is clean and organized, designed for easy management of multiple social media accounts.

Canva

Canva is a free graphic design platform that allows you to easily create invitations, posters, flyers, lesson plans, and more – all with the option of using professionally designed templates.

Demo: membership.macdnet.org



The screenshot shows the Canva web interface. At the top, there is a navigation bar with a search bar labeled "Search Canva", a help icon, settings, notifications, and a "Create a design" button. The main content area features a large, colorful banner with the text "What will you design?" and various design categories: "For you", "Presentations", "Social media", "Video", "Print products", and "More". Below the banner, there is a section titled "You might want to try..." with four examples: "Video" (a smartphone screen with a "NEW" badge), "Instagram Post" (a smartphone screen showing a mid-year sale), "Resume" (a clipboard with a resume), and "Presentation" (a laptop screen with a presentation slide titled "PRESENT WITH EASE"). At the bottom, there is a "Recent designs >" section showing a thumbnail of a recent design. A "Help ?" button is located in the bottom right corner.

Asana

An easy platform for managing team projects and tasks. Easily configurable to your needs.

Demo: asana.com

The screenshot shows the Asana Home interface. At the top, there's a search bar, an 'Upgrade' button, and a user profile icon. The main area is divided into sections: 'Tasks Due Soon' (empty), 'Favorites' (with four items: District Assistance, MACD Website Updates, District Dispatch, and TMC), and 'Recent Projects' (a list of five projects with team member icons next to them). The 'Recent Projects' section includes: District Dispatch (Visited Oct 18 - MACD Tasks), TMC (Visited Oct 11 - Conservation Programs), Social Media Schedule (Visited Sep 14 - Conservation Programs), District Assistance (Visited Jul 22 - MACD Tasks), and MACD Website Updates (Visited Jun 15 - MACD Tasks). The 'Check-In' project is partially visible at the bottom.

- Tasks Due Soon
- See all my tasks
- No tasks due in the next five days
- Favorites
- District Assistance
MACD Tasks
- MACD Website Updates
MACD Tasks
- District Dispatch
MACD Tasks
- TMC
Conservation Programs
- Recent Projects
- District Dispatch
Visited Oct 18 - MACD Tasks
- TMC
Visited Oct 11 - Conservation Programs
- Social Media Schedule
Visited Sep 14 - Conservation Programs
- District Assistance
Visited Jul 22 - MACD Tasks
- MACD Website Updates
Visited Jun 15 - MACD Tasks
- Check-In
Visited 15 Oct - MACD Tasks

-

Demo - 30 min

Marketing Tools + Tips and Tricks

[Facebook](#) | [Canva](#) | [Asana](#)

Basics of Wordpress

Invest in a solid website

With a tight budget it's tough to justify investing in a website.

Website is your storefront. It is the face of your brand.

-

Wordpress - 30 min

Basic Tips for Wordpress, SEO, and Marketing

[Facebook](#) | [Canva](#) | [Asana](#)