

---

---

# 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.

---

---

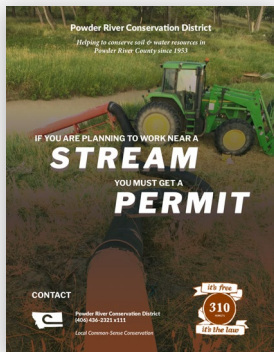
# MACD Communications

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

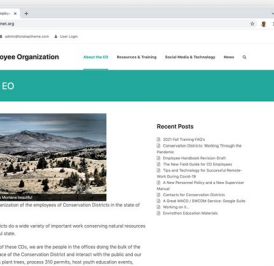
---

# 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...
-

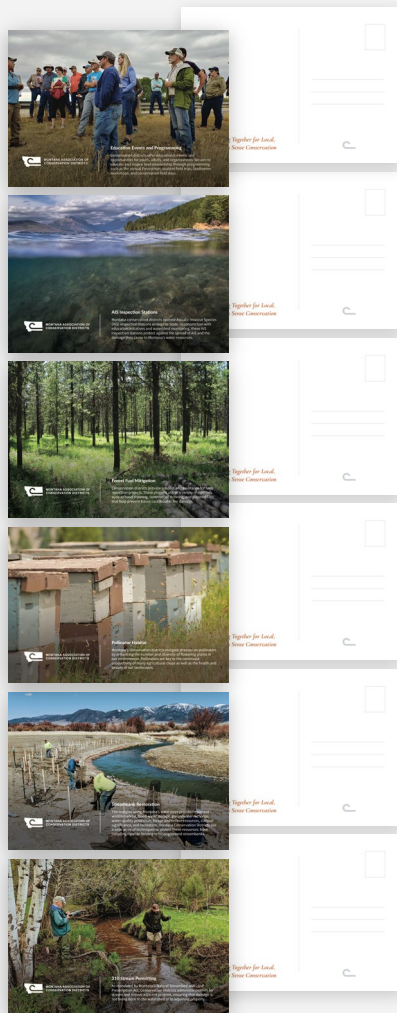


310 Poster for Powder River



EO Website Assistance

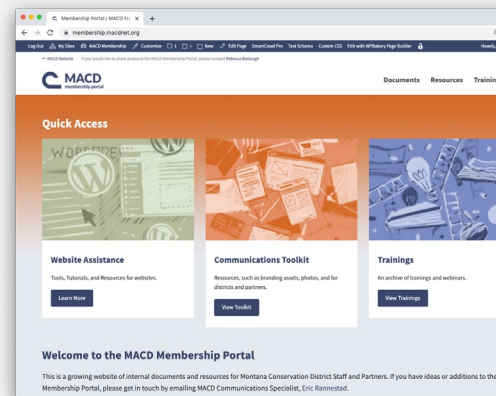
Postcards for the 2021 Legislative Session



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.

# District Dispatch

Hello <



Happy M  
timeline

At the er  
packed v  
missed t  
always l  
stories a  
would lik  
[Eric Ran](#)  
as possil

Thank yo  
MACD S

motion, se

Meet

Upco

Hello <



Good Mc  
District D  
make su  
fabulous

Thank yo  
MACD S

motion, se

Meet

- J
- M

talk soon!

Upco

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](mailto: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 Montana Conservationist

News from Montana's Conservation Community

June 23, 2021

Vol 15, Issue 3

### In this Issue

pg. 1

#### Building Rain Gardens to Protect Flathead Basin Waters

pg. 3  
Shonny Nordlund and 25 Years of Envirothon

pg. 4  
Vermicomposting at Gallatin Conservation District

pg. 5  
In The News

pg. 5  
Welcome to New Conservation District Staff and Partner Staff

pg. 5  
2021 MACD Spring Board Meeting

#### Including

pg. 6  
Upcoming Events

pg. 6  
Funding Opportunities

pg. 7  
Job Board

pg. 7  
MACD Communications Update



Montana Association  
of  
Conservation Districts



## 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 15,000 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.

1

The Montana Conservationist

April 2021 | Vol 15, Issue 1

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 repairs 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 Knudsen 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.

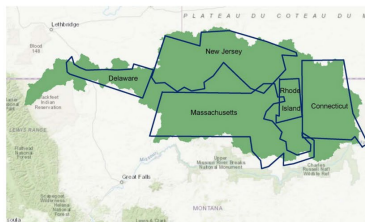
You can find the passed Resolution language on our website: [milkrivermt.org](http://milkrivermt.org)

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



**Above:** Saint Mary's Diversion

**Right:** Milk River Watershed vs. Footprint of Eastern US States



2

The Montana Conservationist

April 2021 | Vol 15, Issue 1

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](http://milkrivermt.org). Please consider sharing this video with friends, family and community leadership. 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

#### Lake 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 link federal agency resources with the local farmers. To this day NRCS has been an essential partner for conservation districts.



Thank you NRCS for all of your support!

3

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 areas 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

The Montana Conservationist

August 2021 | Vol 15, Issue 9



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 (DNR). 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 (DNR).

**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. Ignace 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. Ignace, 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.

1

The Montana Conservationist

April 2021 | Vol 15, Issue 1

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: [cal.womens.history@gmail.com](mailto:cal.womens.history@gmail.com)  
phone: 406-460-1648

2

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 Conni 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](mailto: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, ½ 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**

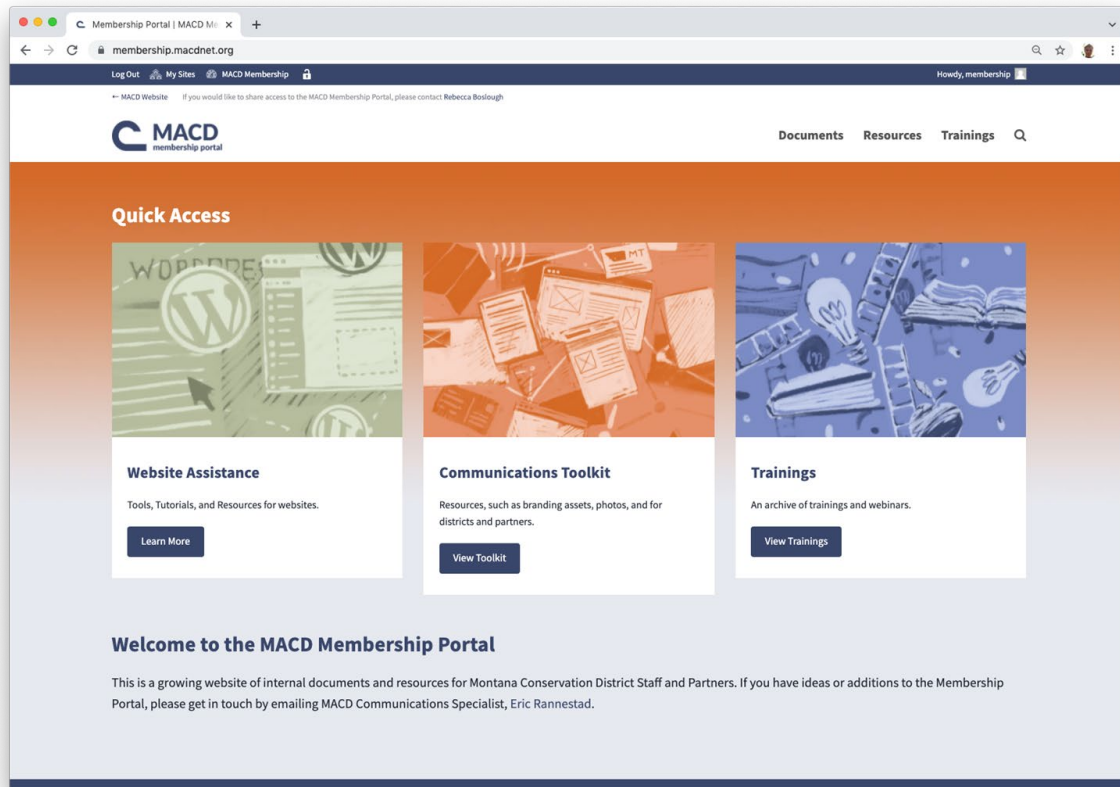
*macdnet.org*

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!



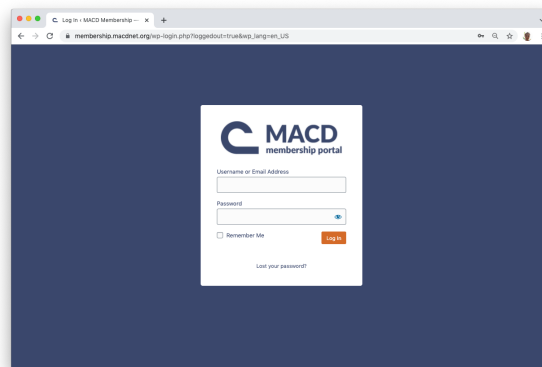
# Membership Site

Navigate to the site:

- Navigate directly:  
[membership.macdnet.org](https://membership.macdnet.org)
- Go through the MACD website menu

Login

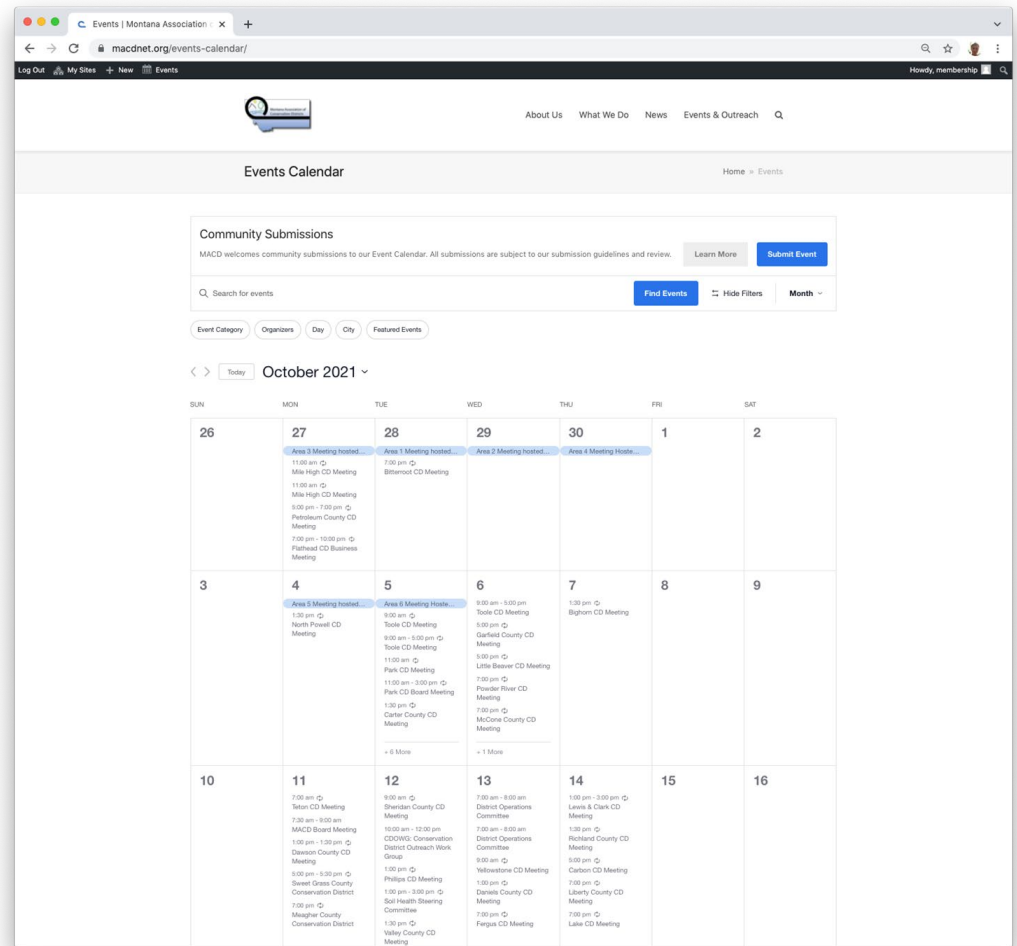
- Use a shared login option
- If you have a wordpress account with MACD, you can login with those credentials



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

# MACD Calendar

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



---

# 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”

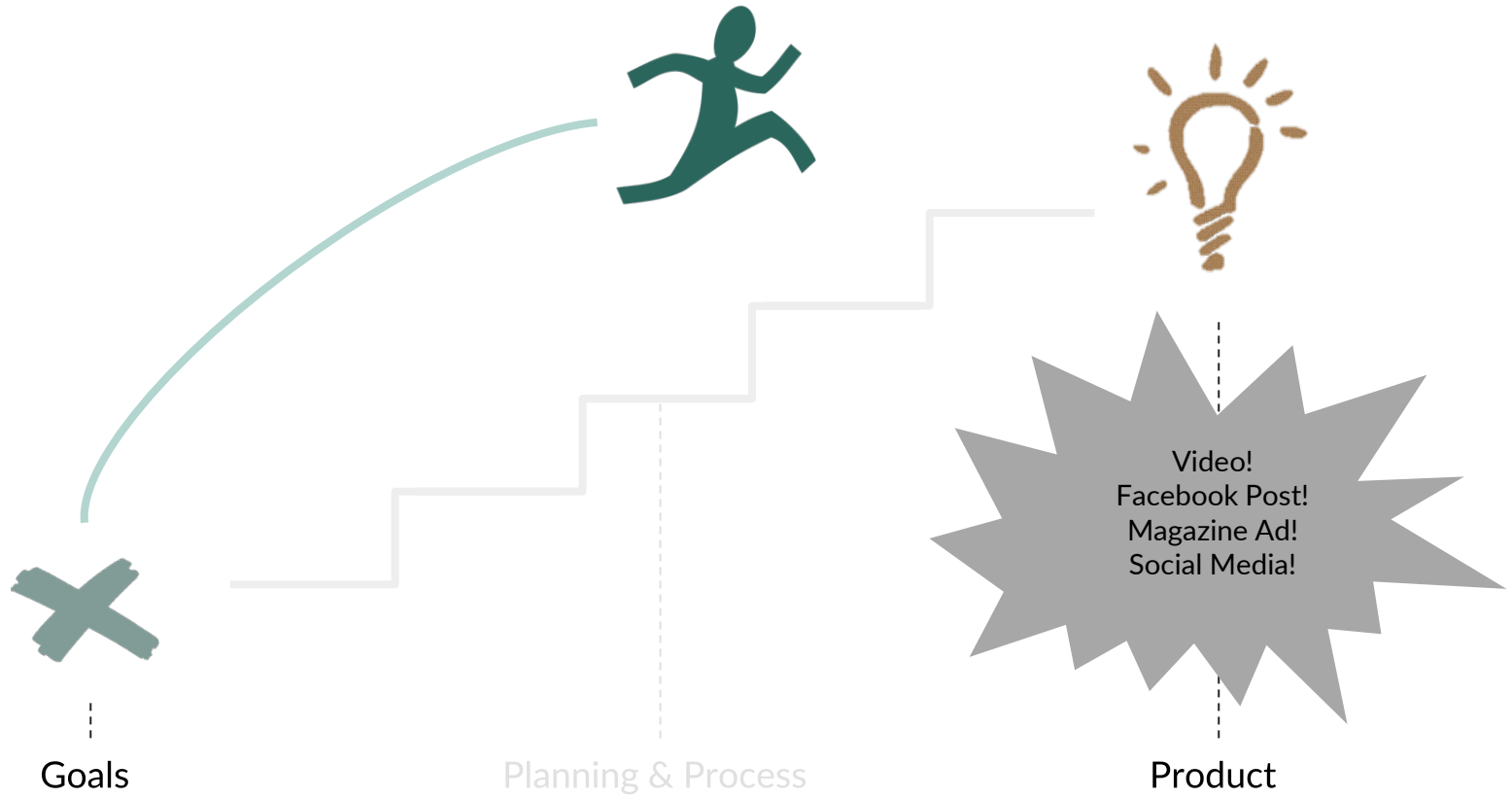


Goals



Planning & Process

Product





---

# 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

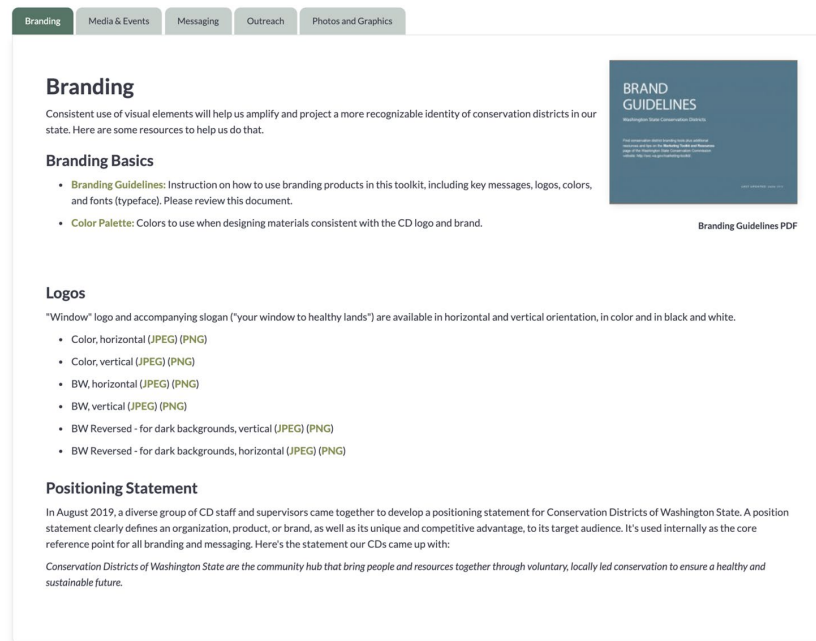
## Steering Committee Composition:

- 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.



# Formation of CDOWG

Bringing the Washington  
outreach model to Montana

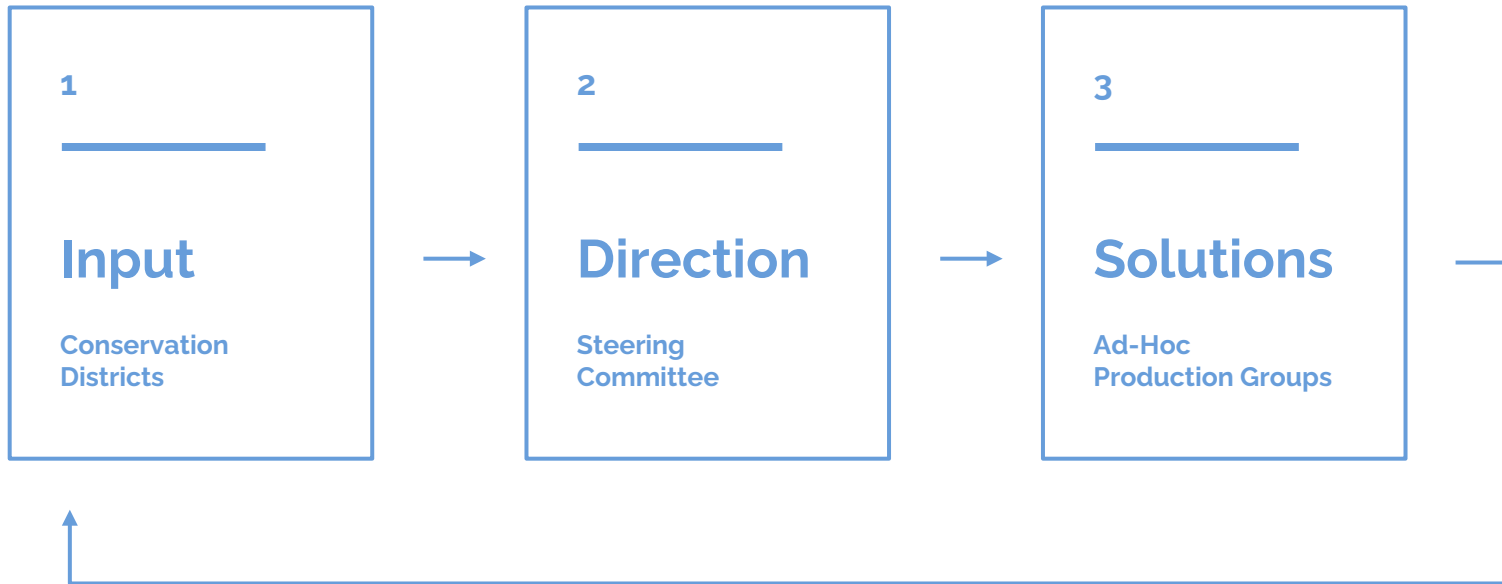
In March 2021, the MACD  
Education Committee voted to form  
the CD Outreach Work Group  
(CDOWG).

---

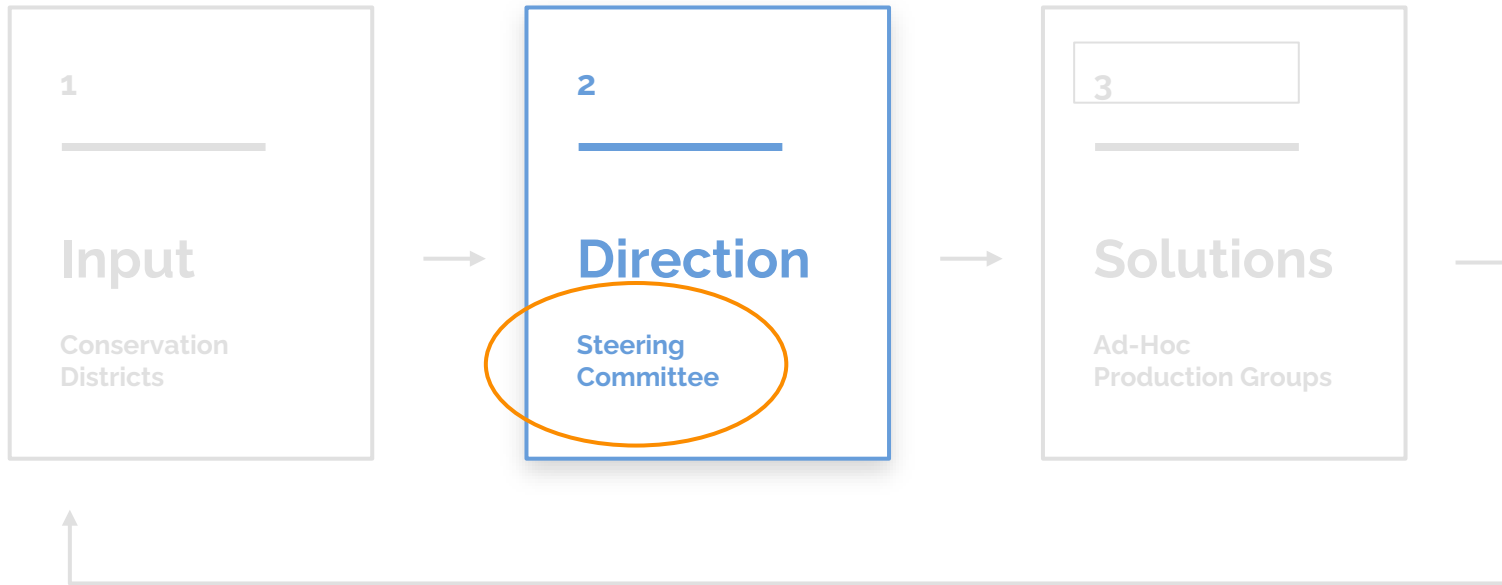
---

**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*

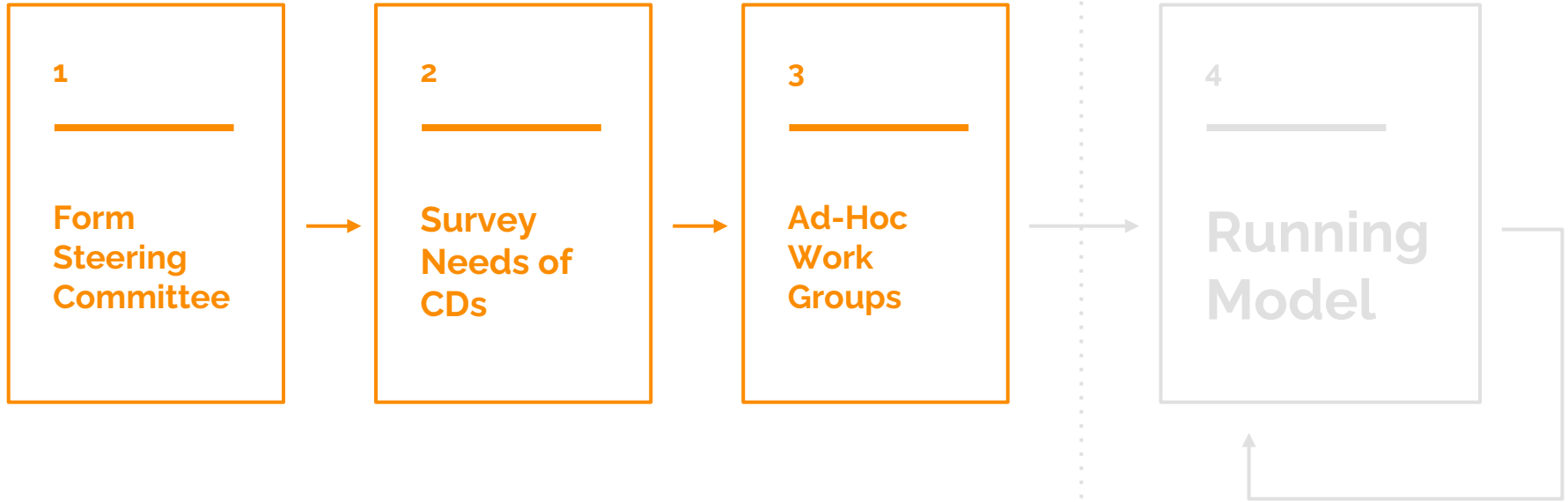


# *Running Model*

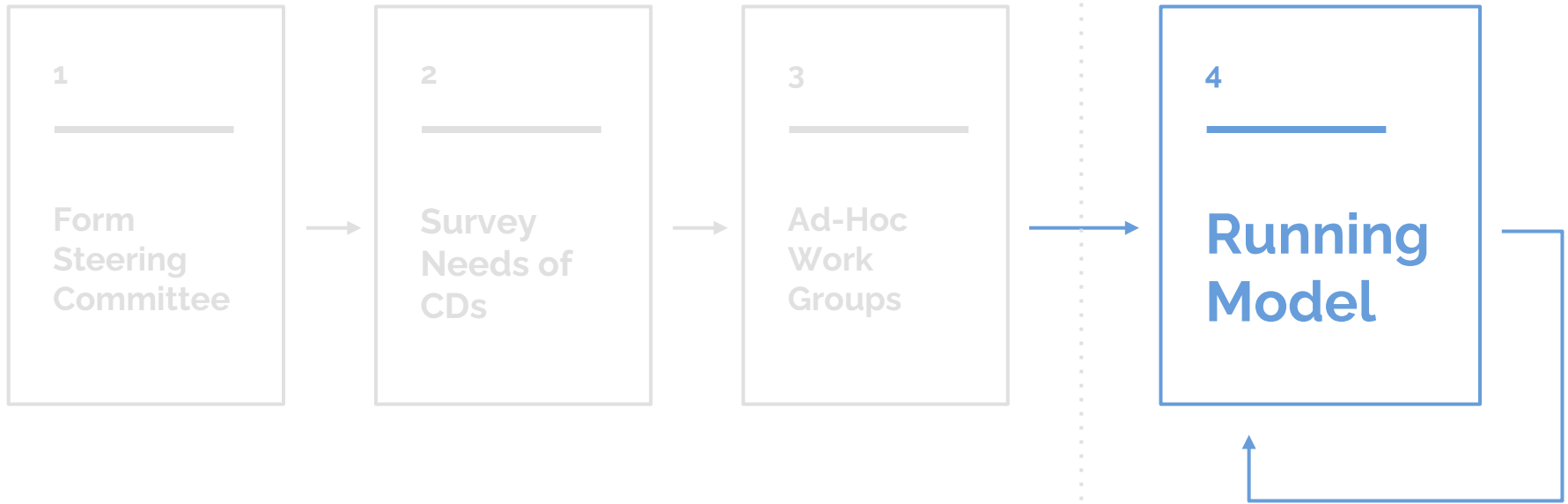




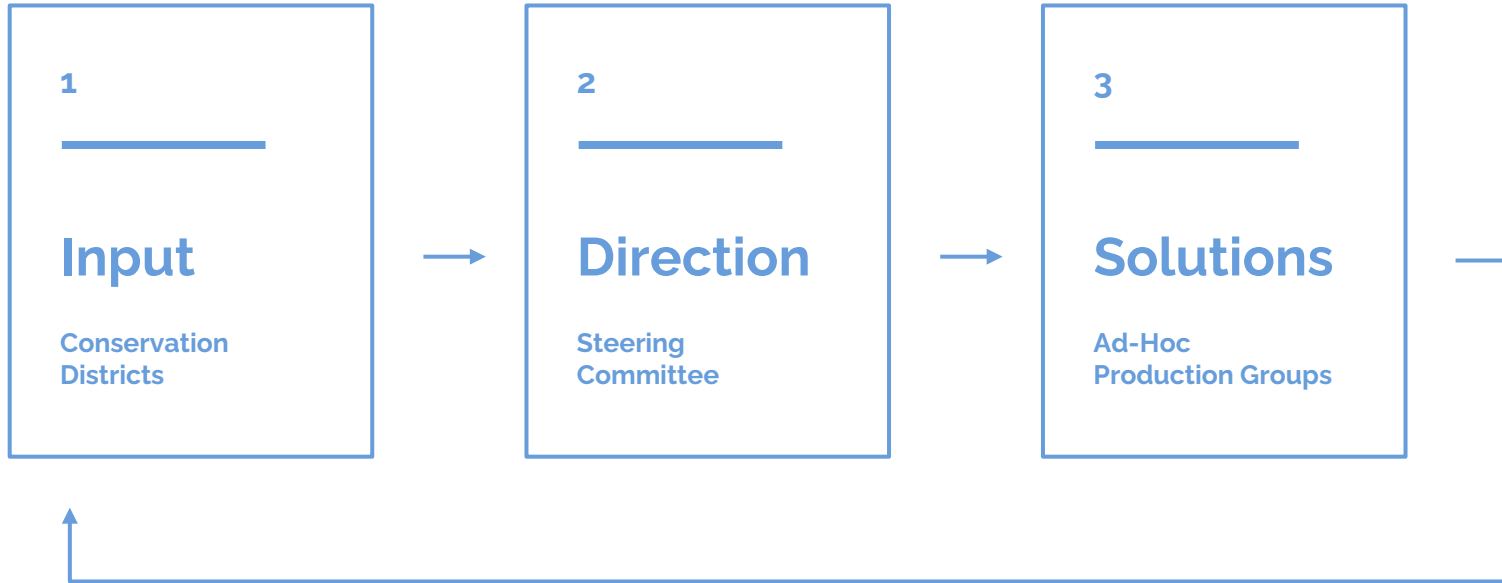
# *Start Up Model*



# *Start Up Model*



# *Running Model*



Date (2021)   Objective

Comments / Description

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

Date (2021)   Objective

Comments / Description

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

# Call for Steering Committee Members

Join the Outreach Workgroup

Contact Eric Rannestad  
[eric@macdnet.org](mailto: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
-

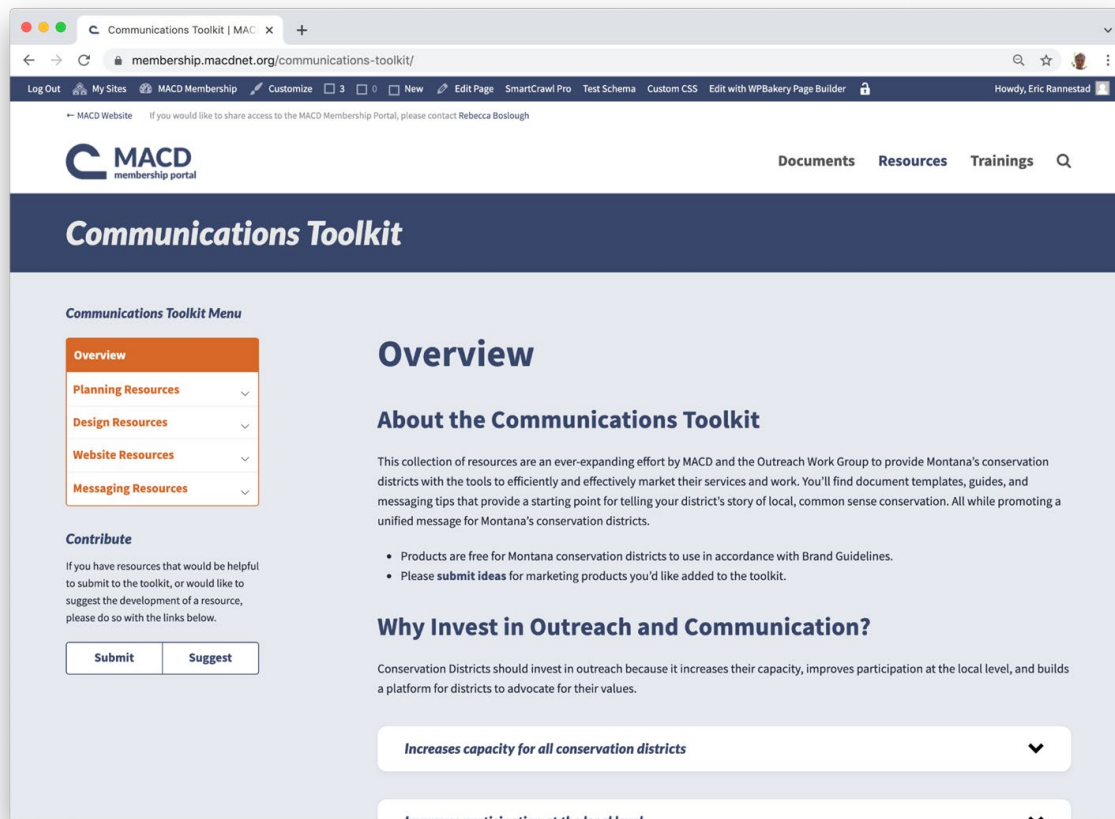
---

# Communications Toolkit

---

# Communications Toolkit

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





---

# Demo - 20 min

## Communications Toolkit

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

# Call for Steering Committee Members

Join the Outreach Workgroup

Contact Eric Rannestad  
[eric@macdnet.org](mailto: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
-

# Call for Steering Committee Members

Join the Outreach Workgroup

Contact Eric Rannestad  
[eric@macdnet.org](mailto: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](mailto: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
-



---

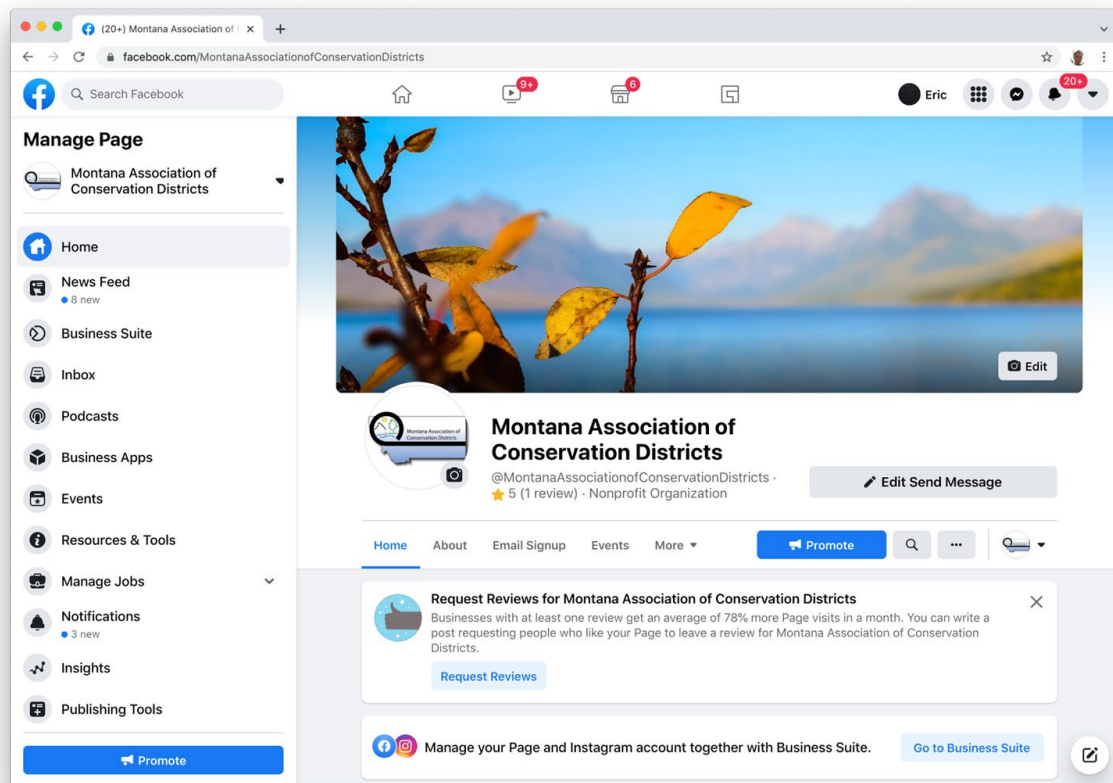
# Goals

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





---

# 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 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

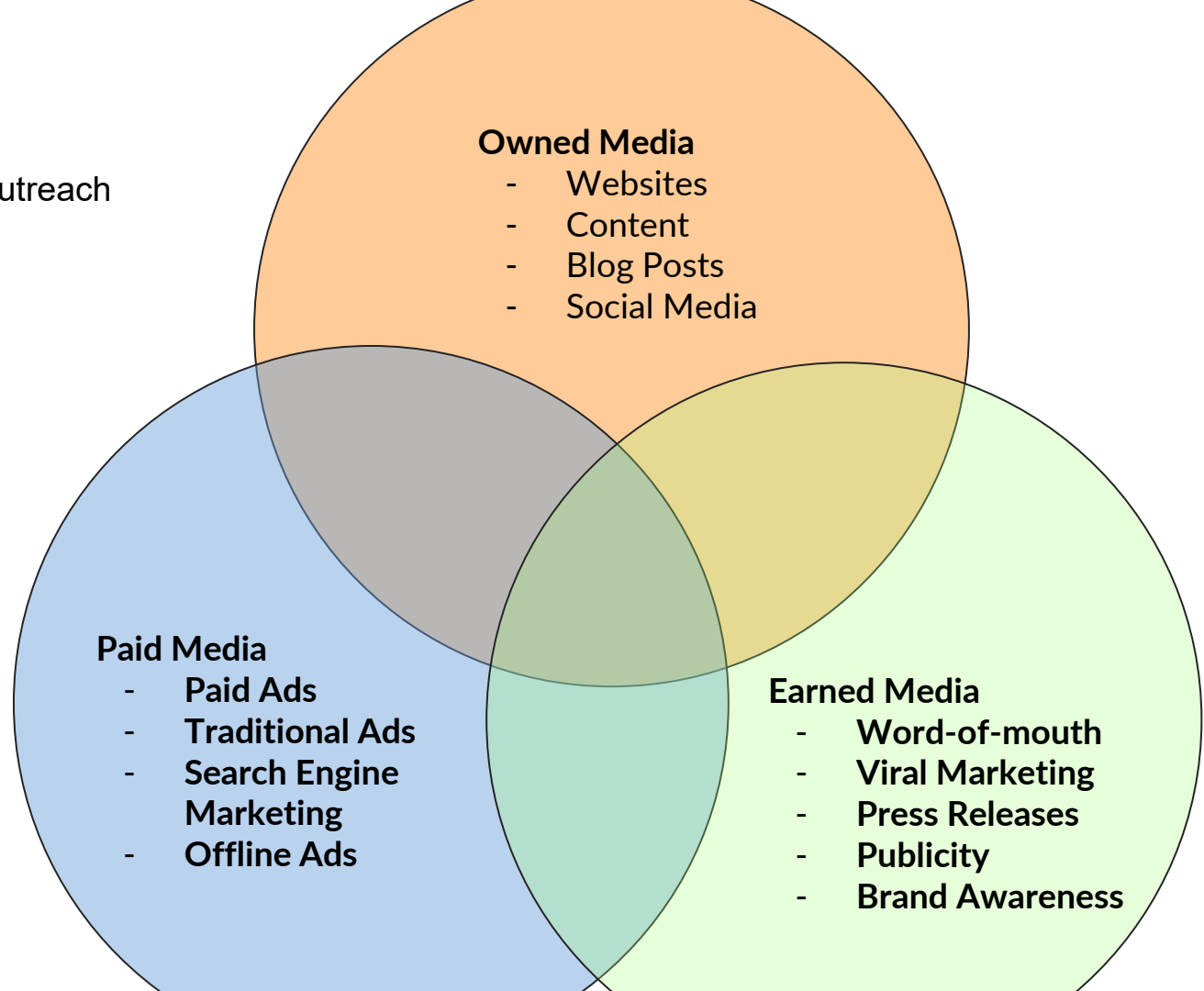
Displays  
Email signatures  
Events  
Facebook  
Images & Infographics  
Instagram page  
Letterhead/Business Cards  
LinkedIn page  
Mail (Direct to Consumer)

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

---

1

Goals

2

Systems

3

Impact



GOAL

SYSTEM

EVALUATION



GOAL

SYSTEM

EVALUATION



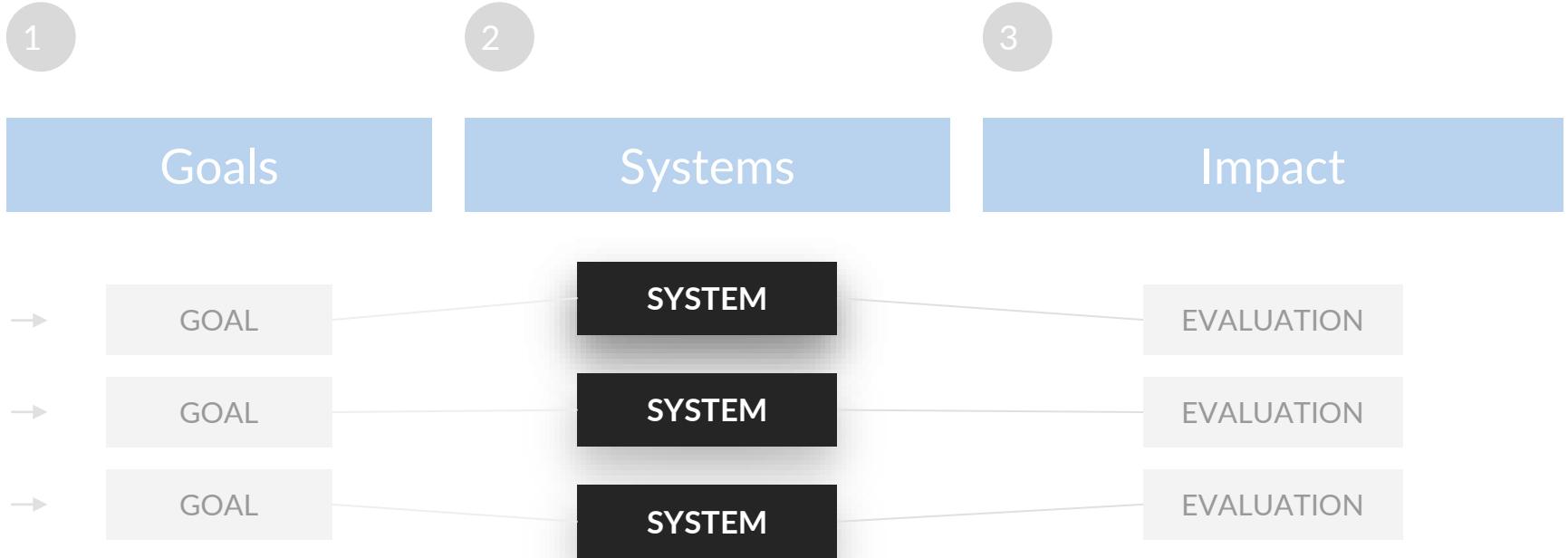
GOAL

SYSTEM

EVALUATION

## Marketing Strategy

---

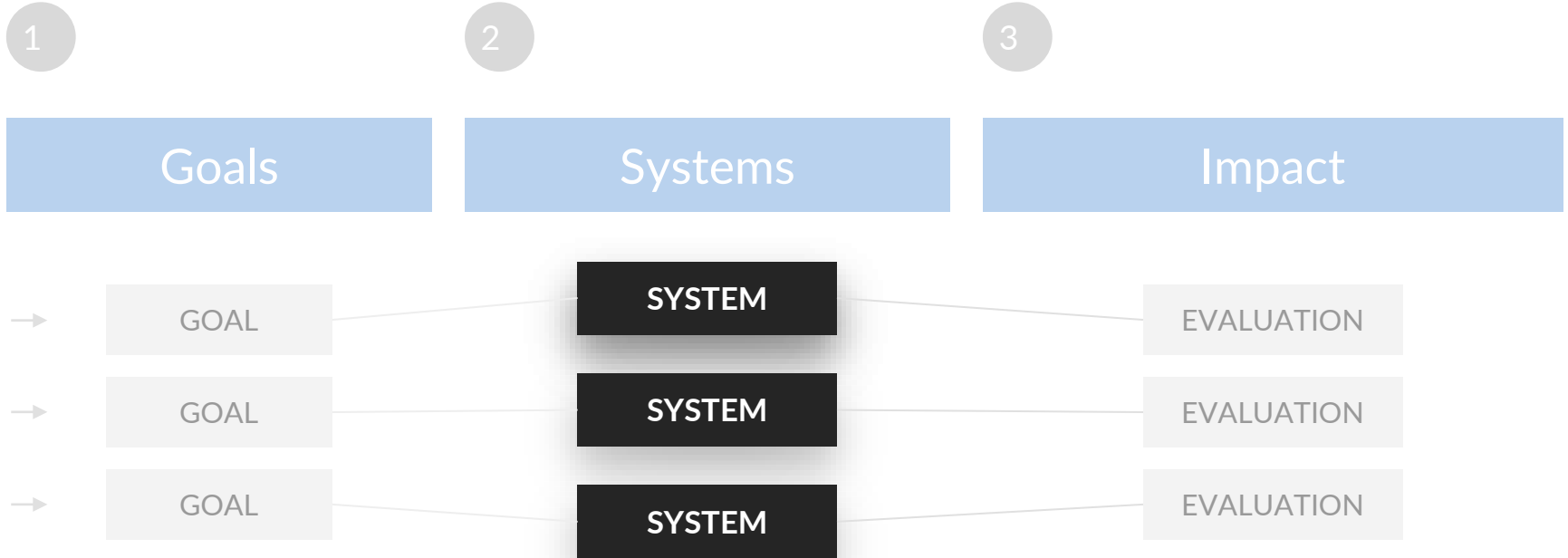


—

*Connection* is the  
**secret sauce** of  
effective marketing

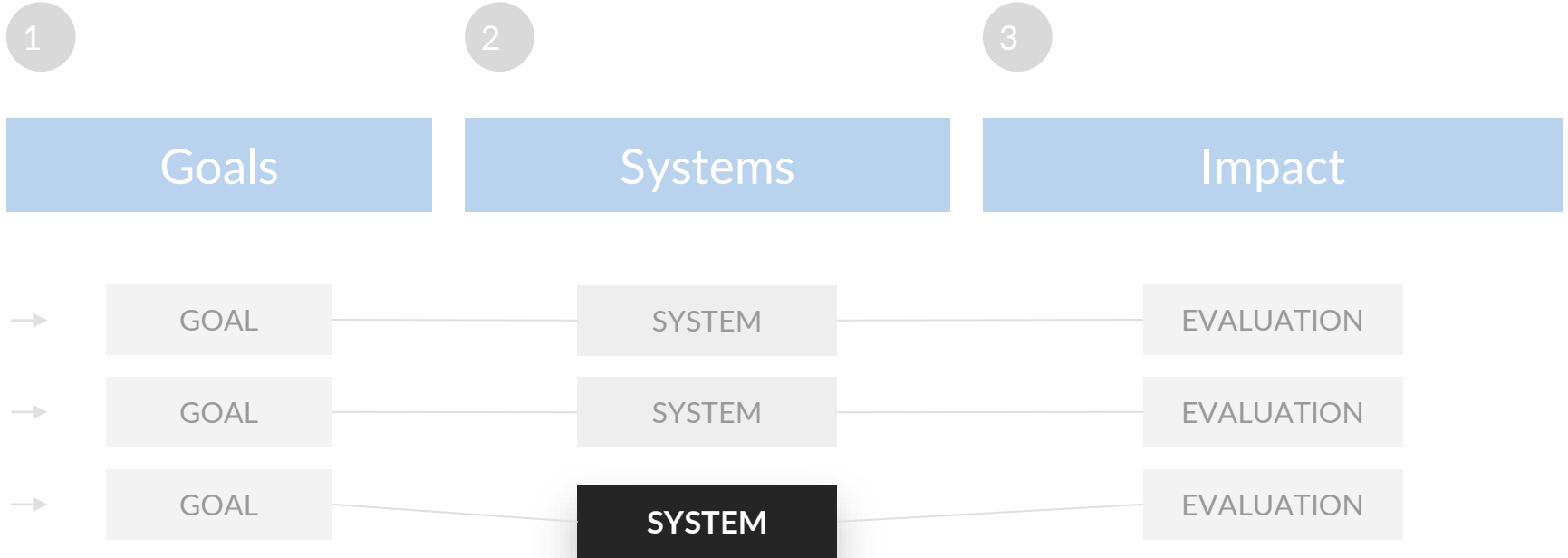
## Marketing Strategy

---



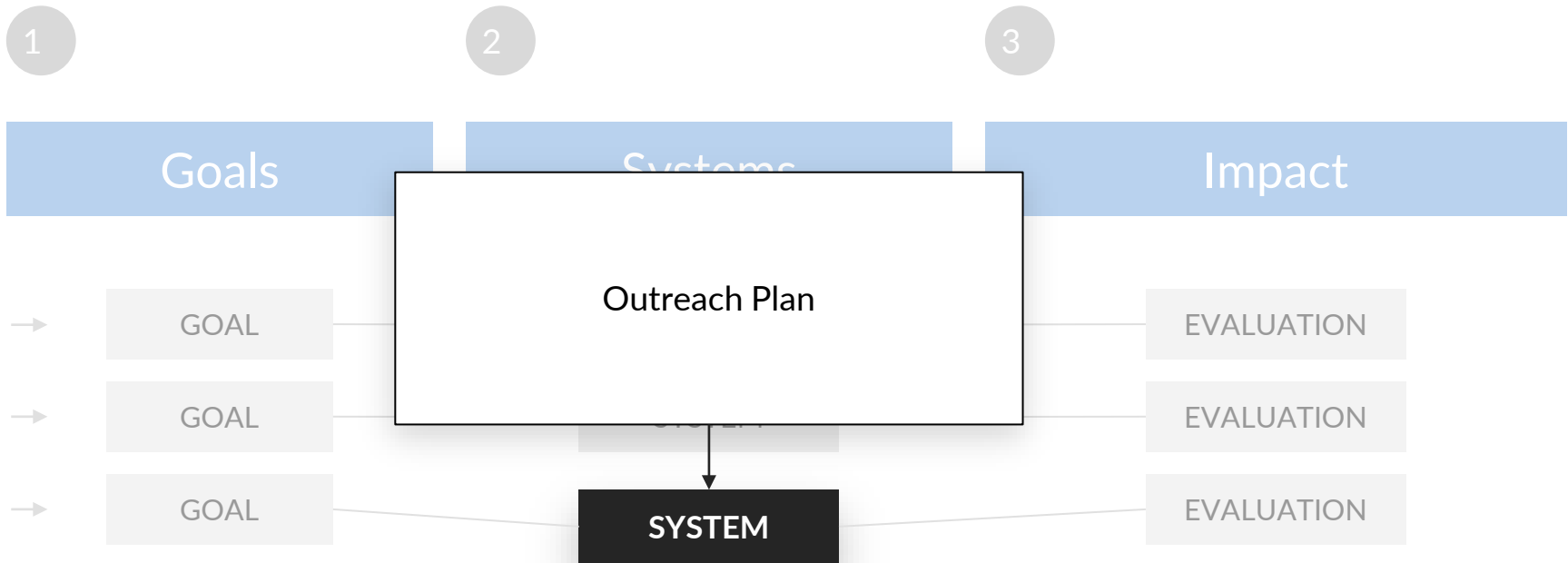
## Marketing Strategy

---



# 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

---

Pause for  
Purpose

2

---

Imagine Your  
Audience

3

---

Focus and  
Filter

4

---

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](https://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 ([eric@macdnet.org](mailto:eric@macdnet.org), 860-391-9518)  
Created by: Laura Meyer, Washington State Conservation Commission, Communications Manager ([lmeyer@scs.wa.gov](mailto:lmeyer@scs.wa.gov), 360-702-9455)

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

---

---

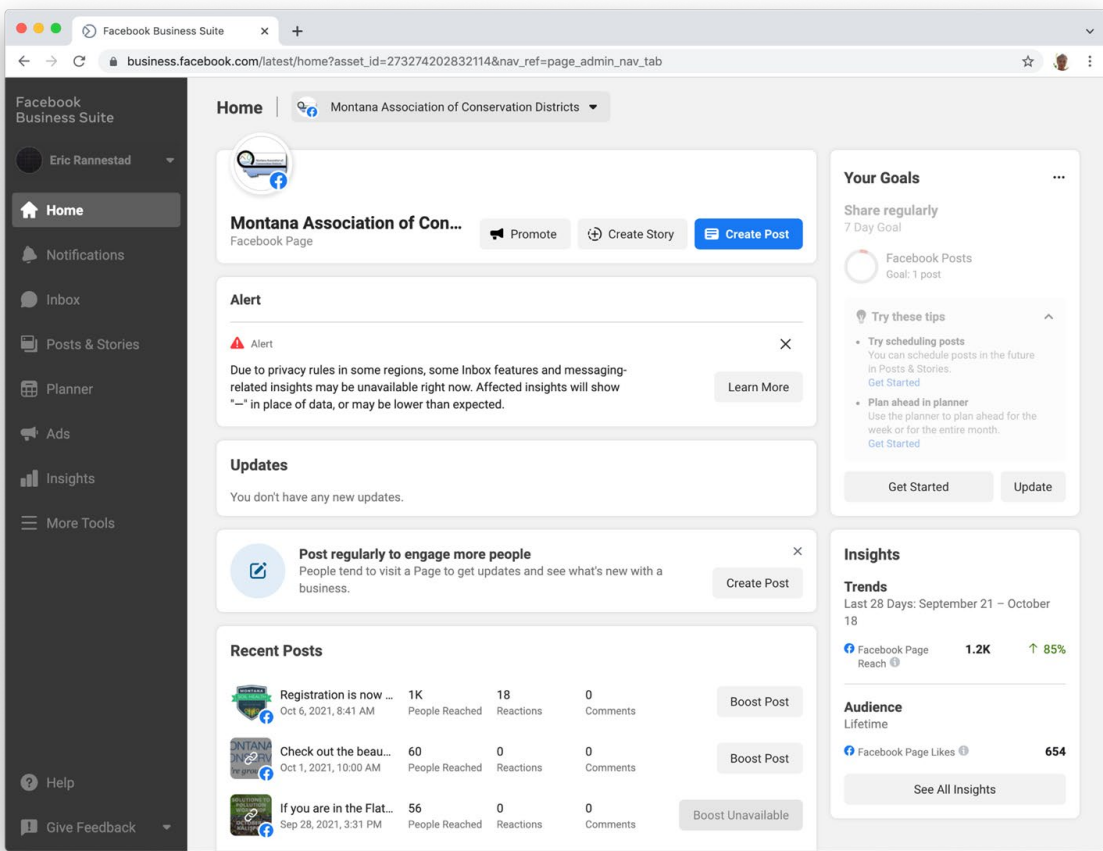
# Marketing Tools for Districts

---

# 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.

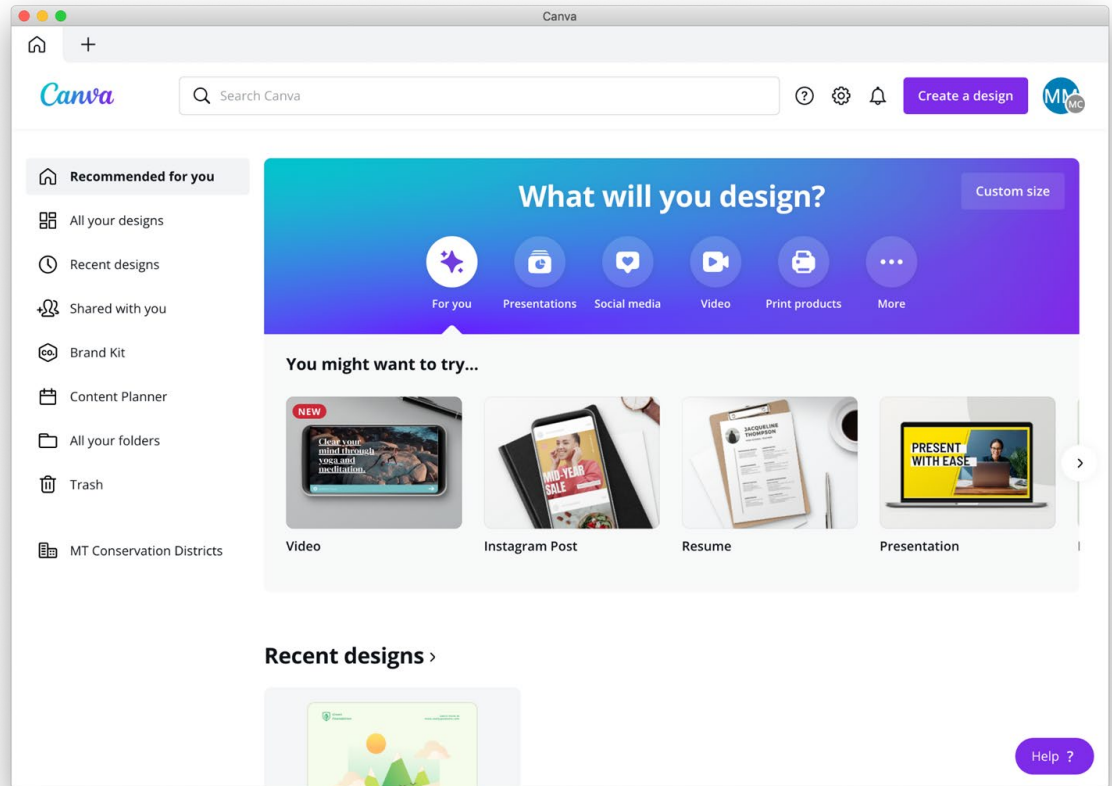
Demo: [business.facebook.com/](https://business.facebook.com/)



# 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.

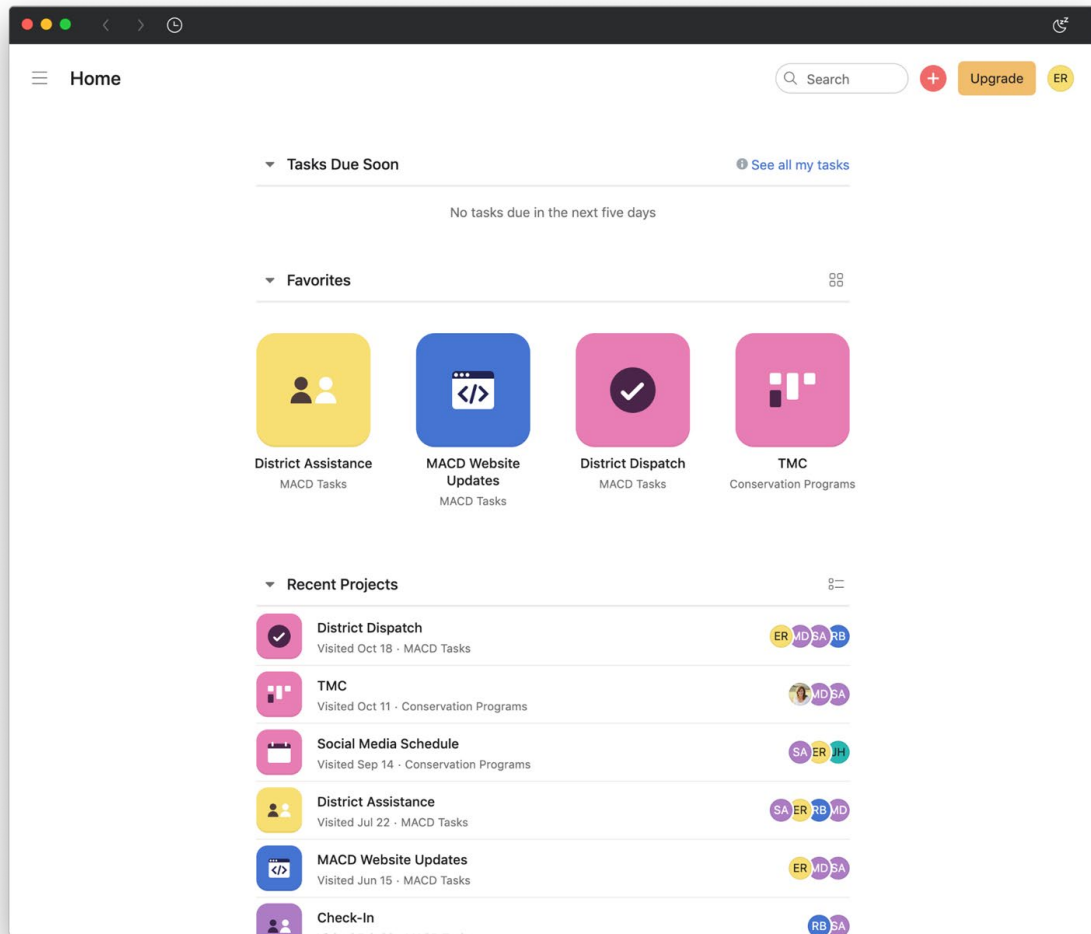
Demo: [membership.macdnet.org](https://membership.macdnet.org)



# Asana

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

Demo: [asana.com](https://asana.com)



---

# 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](#)