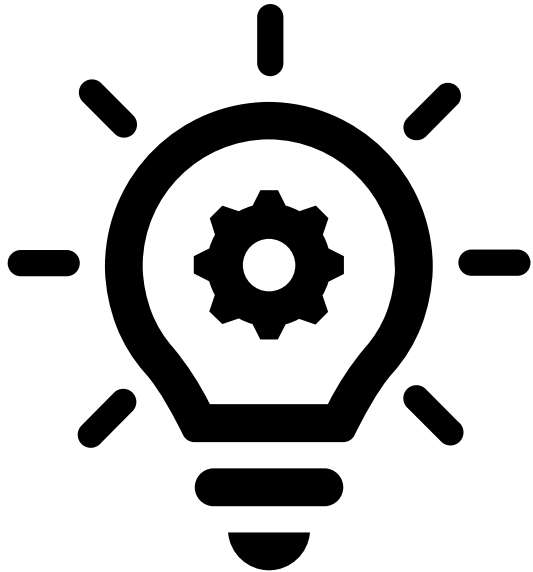




# Education and Outreach

# It all begins with an idea!!

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- Ideas can come from the CD Board, from an employee, or from an event you attended that sparked your imagination
- Brainstorm with your Board or other CD employees
- What ideas promote the wise use of Montana's Natural Resources!

# Topics for programs or events

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Soil Health

Grazing Management

New Agricultural Innovations

Weed management

Invasive Species

Aquatic Invasive species

Water Quality

Water Quantity

Soft Bank Restoration for 310's

Fire and Fuel Mitigation

Pollinator Habitat

Community Gardens

Realtor Training for 310's

Irrigation Upgrades

School or community events

So many ideas and not enough time!!!

# How do we start planning a project or event

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What is the purpose of the project or event?

Why does the CD need to host this project or event?

What is the community benefit?

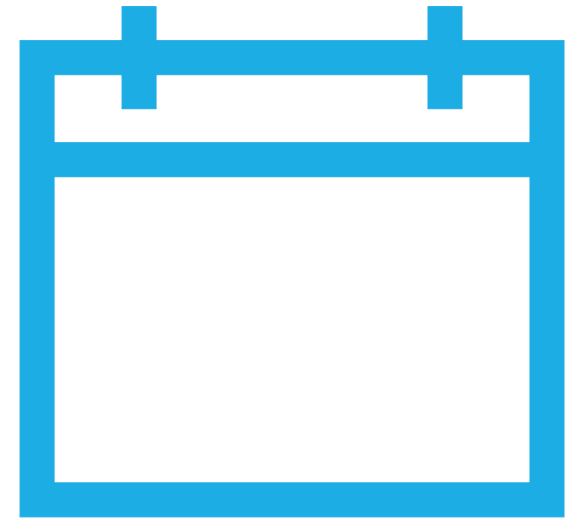
Who is your target audience?

How can you reach them?

Where will the project or event take place?

Who can help with the project or even?

Will you need funding for the project or event?



# Who can we partner with for the project or event

**Watershed Organizations**

**Winnett Aces**

Pheasants Forever

CEMIST

**MACD**

**MWCC**

**D  
N  
R  
C**

**Gilly  
Software**

**Rangeland  
Resources  
Program**

- Local County Commissioners
- Local Extension Office
- Local Weed Board
- Local DES
- Local FFA/4H
- Other CD's

**F  
W  
P**

**N  
R  
C  
S**

# Where do you get the funding?

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FWP Future Fisheries Improvement Program

FWP Community Pond Program

DNRC Renewable Resources Grant and Loan Program

DNRC Irrigation Development Grants

Watershed Management Grants

Reclamation and Development Grants

Noxious Weed Trust Fund Grants

Private Grant Funding

Local Community Grant Funding

DNRC Emergency Grants

AIS Grants

DNRC Conservation District Grants

DNRC Forestry Grants

DEQ 319 Project Funding

MWCC Grant Funds





Don't Reinvent the Wheel  
– Reach out to other CD  
employees to see if the  
have a similar program or  
project.



Understand the commitment of your time and the time of your Board for the program or project.



# Develop your goals and objectives

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Develop the scope of work.

Make a list of goals and objectives for the project or program.

Assign tasks to each goal and objective.

Are these achievable?

Are these measurable?

Do they fit into the plan of the Conservation District?

How long will the project take?

What are the long-term benefits of the project or program?

# Engaging your audience

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Use live polls or surveys to gather audience opinions, promoting engagement and making sure the audience feel involved in your program or project.

Utilize social media, the CD's website and local news papers to promote the project or program.

Utilize other CD meetings to promote projects and programs.

Make eye contact with your audience to create a sense of involvement.

Tell the story of your project or program. Use relatable stories that make your message memorable and impactful.

Encourage questions and provide thoughtful responses to enhance audience participation.

# Other tools to use from USPS

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## Using Every Door Direct Mail

### Affordable, Targeted Advertising

Use Every Door Direct Mail® (EDDM®) services to promote your small business in your local community. If you're having a sale, opening a new location, or offering coupons, EDDM can help you send postcards, menus, and flyers to the right customers. Use the EDDM Online Tool to map ZIP Code(s)<sup>™</sup> and neighborhoods—even filter by age, income, or household size<sup>1</sup> using U.S. Census data.

[EDDM Online Tool](#)



# Other tools to use from USPS

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## EDDM Mapping & Mailing

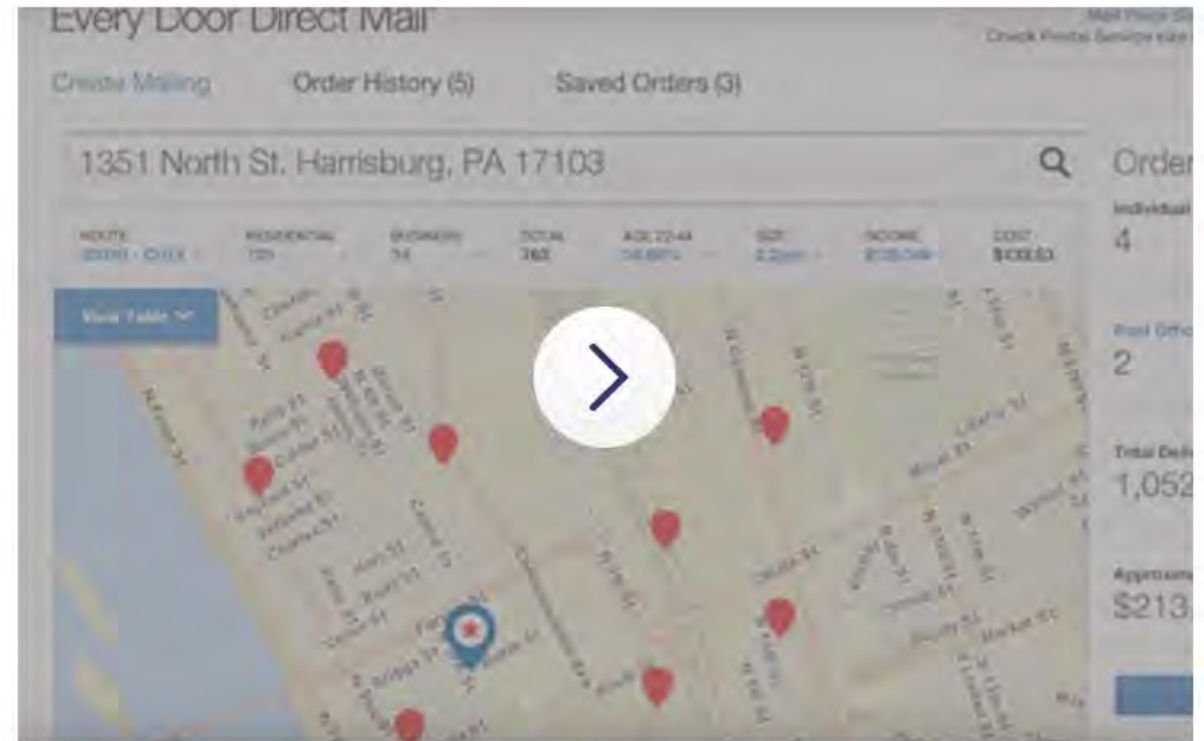
Watch the Advertise with EDDM video for a quick overview of how you may use the EDDM Online Tool to plan your mailing, map your routes, and let USPS deliver to every door you select.

The EDDM Online Tool is easy to use and postage discounts are available for most businesses. EDDM User Guide [PDF \(5.1 MB\)](#) | [RTF \(127 KB\)](#)

## Prices - USPS Marketing Mail Flats up to 3.3 oz

EDDM flyers, postcards, and other flats are considered USPS Marketing Mail® products.

- EDDM Retail® USPS Marketing Flats currently \$0.247 per piece
- EDDM BMEU USPS Marketing Mail Flats currently as low as \$0.242 per piece







Now lets brainstorm and  
come up with some  
great ideas!!!