

INTRODUCTION TO THE CONSERVATION DISTRICT MARKETING TOOLKIT

Audio options:

- *Computer microphone and speakers (VoIP) or*
- *Telephone: 1-415-655-0051 Access Code: 192-711-397
Audio Pin: Shown after joining the webinar*

Webinar ID: 118-618-051

WELCOME AND LOGISTICS

- Presenter: Laura Johnson, Communications Coordinator
- Recorded webinar
- All lines muted except presenter
- Questions / comments: Via web – use dashboard on your computer
- Feedback welcome – ljohnson@scc.wa.gov, 360.407.6936



OVERVIEW:

- Background
 - *Communications committee*
 - *Strategy overview*
- Where we are
 - *Toolkit / product review*
 - *Examples of product use*
- Where we're going
 - *Next steps*
 - *Your questions / comments / ideas*

COMMUNICATIONS, PARTNERSHIP BUILDING, AND OUTREACH (CPO) COMMITTEE:

- Formed out of Path Forward 2021 sessions
- Membership: 1-3 CD reps from each region (at least one supervisor); WACD; NRCS
- Meetings: via web, 2nd Thursday of month
- Decision-making: Strive for consensus



Current CPO Members (as of Feb '15)

SCC STAFF

Karla Heinitz

Laura Johnson (Facilitator)

Stu Trefry *Ray Ledgerwood, alt*

COMMISSIONER(S)

Jim Kropf (Commissioner / WSU)

NW CONSERVATION DISTRICTS

Andrew Phay (Whatcom)

Lois Ruskell (Snohomish)

Sarah Richards (Whidbey) *Karen Bishop, alt*

SW CONSERVATION DISTRICTS

Doug Rushton (Thurston)

Jim Scott (Cowlitz)

Mike Nordin (Pacific / Grays Harbor)

NC CONSERVATION DISTRICTS

Amanda Levesque (Cascadia)

SC CONSERVATION DISTRICTS

Jake Anderson (Underwood)

Jack Clark (Benton) *Rachel Little, alt*

NE CONSERVATION DISTRICTS

Vicki Carter (Spokane) *Erica VanNatta, alt*

SE CONSERVATION DISTRICTS

Jennifer Boie (Palouse)

Robin Flem (Columbia)

Sandy Cunningham (Asotin)

WACD

Dave Vogel *Deb Gregory, alt*

NRCS

Gina Kerzman



DIRECTION AND GOALS:

- SCC Board of Commissioners' Priority
 - *Messaging / coordinated promotions*
- Resolution No. 2013-16
 - *“Create individual yet cohesive messages to engage the general public”*
- 2021 Goal: “Tell the Story”
 - *Develop one brand / one message used statewide; intra-CD communication tools*

ABOUT BRANDING / BRAND MANAGEMENT

Visual and written products that establish trusted identity with audience / customers

Successful brands:

- Reflect an understanding of the intended audience
- Are distinctive and unique
- Are used consistently
- Have broad exposure

STRATEGY OVERVIEW:

- Group charter
- Phase 1: Build toolkit foundation
 - *Logo*
 - *Slogan*
 - *Key messages*
 - *Font library / color palette*
 - *Photo library*
 - *Templates*
 - *Branding style guide*
- Worked with marketing consultant
- Toolkit products available from SCC website



Asotin County Conservation District: Helping landowners protect spawning steelhead

Latest News

- ◉ TNC News Release: Puget Sound Restoration Gets a Boost from USDA
- ◉ SCC news release: State, federal, and tribal partners updated on Pollution Identification and Correction Plan for Sequim Bay, Dungeness Watershed
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- ◉ Farm Drainage Coordinator position open at King CD

Office of Farmland Preservation



The Office of Farmland Preservation (OFP) was established in 2007 to address the rapid loss of working farm and forest lands in Washington State.

Visit the OFP site to learn about conservation easements, economic incentives for landowners, and more.

[Read More](#)

About Conservation Districts



Conservation Districts are a unique form of non-regulatory government, they match local resource needs with technical financial resources to help

landowners with "on-the-ground" conservation projects.

[Read More](#)

Conservation District Resources

- ◉ Budgeting, Accounting, and Reporting System (BARS)
- ◉ Commission Meetings
- ◉ Conservation Practice Data System (CPDS)
- ◉ Elections and Appointments
- ◉ Financial Forms and Templates
- ◉ Financial Newsletters
- ◉ Governance and Operations
- ◉ Grant Calendar
- ◉ Grants Procedure Manual
- ◉ **Marketing Toolkit**
- ◉ Non-financial Forms and Templates
- ◉ Photo Gallery
- ◉ Policies

Now Available: Conservation Commission 2015-17 Budget Proposals



This week the Washington State Conservation Commission (SCC) submitted their 2015-17 operating and capital budget proposals, in accordance with with

Success Stories: S. Yakima Conservation District helps landowners afford no-till farming



Soil erosion on agricultural land poses a threat to both crop production and water quality. Topsoil that washes away in the rain or blows off can increase sedimentation

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Things to know:

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- ◉ Product use is optional (not required).
- ◉ Please use products in accordance with the Brand Guidelines provided.
- ◉ Please [submit ideas](#) for marketing products you'd like to see added to the toolkit.

Brand Guidelines

[Color Palette](#)

[Logos](#) ←

[Messaging](#)

[Photos](#)



Instruction on how to use branding products in this toolkit, including key messages, logo placement, color palette, and fonts (typeface). Please review this document – through consistent use of messaging and visual

elements, we will amplify the identity of conservation districts in our state.

[Download pdf >>](#)

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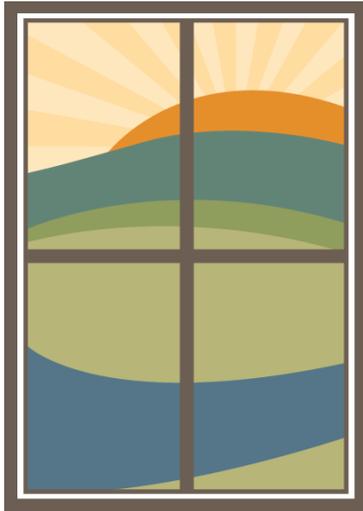
Questions? Contact [Laura Johnson](#), 360-407-6936

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PURPOSE OF THE CD LOGO:

- Promote conservation districts as statewide network of service providers
- Emphasize the scope of districts and their program impacts
 - *Partners, funders, and landowners recognize that CD services stretch beyond district boundaries – every county is served by at least one district = opportunity.*
 - *Builds foundation for state-level promotions.*
 - *Image to use when multiple CDs / programs / projects are represented in a publication or other marketing materials.*





CONSERVATION DISTRICTS OF WASHINGTON STATE

your window to healthy lands

About the “window” theme:

- Transferable: No matter what you see when you look out your window – whether it’s the Puget Sound or the Palouse – that landscape is part of what makes Washington State your home.
- Presents CDs as a helpful partner: “Your window” – CDs serve at the request of and in collaboration with the audience.
- Emphasizes “Conservation Districts.”
- Non-controversial: Avoids “charged” language and imagery.

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CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands

"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) (TIF)
- ◉ Color, vertical (JPEG) (PNG) (TIF)
- ◉ BW, horizontal (JPEG) (PNG) (TIF)
- ◉ BW, vertical (JPEG) (PNG) (TIF)
- ◉ BW Reversed – for dark backgrounds, vertical (JPEG) (PNG) (TIF)
- ◉ BW Reversed – for dark backgrounds, horizontal (JPEG) (PNG) (TIF)

LOGO VERSIONS:



CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands



CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands



CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands



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Set of colors to use when designing marketing materials consistent with the CD logo and brand.

[Download pdf>>](#)

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- ◻ Policies

| COLORS | | PANTONE / SPOT | CMYK | RGB HEX |
|--|----------|------------------|----------------------------|--------------------------|
|  | UNCOATED | PMS 5405U | C 52 M 21 Y 15 K 38 | R 91 G 111 B 128 |
| | COATED | PMS 5405C | C 68 M 35 Y 17 K 40 | Hex #5B6F80 |
|  | UNCOATED | PMS 412U | C 57 M 58 Y 65 K 22 | R 110 G 92 B 89 |
| | COATED | PMS 412C | C 52 M 59 Y 45 K 90 | Hex #645C59 |
|  | UNCOATED | PMS 141U | C 0 M 23 Y 70 K 0 | R 249 G 193 B 110 |
| | COATED | PMS 141C | C 0 M 16 Y 65 K 0 | Hex #F9C16E |
|  | UNCOATED | PMS 145U | C 3 M 48 Y 94 K 6 | R 243 G 127 B 58 |
| | COATED | PMS 145C | C 4 M 53 Y 100 K 8 | Hex #C97F3A |
|  | UNCOATED | PMS 5845U | C 16 M 9 Y 55 K 18 | R 167 G 163 B 117 |
| | COATED | PMS 5845C | C 18 M 10 Y 60 K 23 | Hex #A7A375 |
|  | UNCOATED | PMS 5757U | C 41 M 20 Y 73 K 13 | R 129 G 133 B 92 |
| | COATED | PMS 5757C | C 34 M 12 Y 91 K 54 | Hex #81855C |
|  | UNCOATED | PMS 5545U | C 60 M 29 Y 50 K 17 | R 96 G 118 B 111 |
| | COATED | PMS 5545C | C 62 M 19 Y 45 K 50 | Hex #60766F |

Colors | Color Palette

The Pantone Matching System (PMS) colors specified here are used when printing all Washington State Conservation District logos. Ensure CMYK, RGB and HTML values match as closely as possible to the PMS colors provided so that communications appear unified and consistent.

Try to limit your color choice to 2–3 colors to keep your color palette simple. It is recommended that dark colors be chosen for type, as they are easier to read.



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Concise statements that communicate the unique value conservation districts bring to their target audiences. Messages are designed to unify the way conservation districts are presented by the SCC and the districts themselves. They address three questions: 1) what are conservation districts? 2) What do conservation districts do? and 3) Why are conservation districts important?

[Download pdf>>](#)

Questions? Contact [Laura Johnson](#), 360-407-6936

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ABOUT KEY MESSAGES:

➤ Purpose

- *Unify the way CDs are presented by SCC and districts*
- *Correct misperceptions*
- *Build / reinforce positive image and reputation*

➤ Tone and Style

- *Friendly, helpful, positive*
- *Clear language - avoid jargon and internal speak*

➤ Relevance

- *Select messages that are appropriate for your circumstances*

KEY MESSAGES ADDRESS THREE QUESTIONS:

What are Conservation Districts?

Conservation districts are non-regulatory, boots-on-the-ground providers of natural resources expertise, knowledge, and dedication.

- *Staff spend most of their time in the field, bringing hands-on expertise and problem-solving skills to landowners.*
- *Districts serve as a clearinghouse of information collected through their partnerships with agencies, organizations, and vendors.*

What do Conservation Districts do?

Conservation districts work collaboratively to help people responsibly and efficiently manage their land and associated natural resources.

- *Landowners request assistance from conservation districts; services are not required or forced upon them.*
- *District staff assess landowner needs on an individual basis, make recommendations, and, as feasible, implement and fund appropriate solutions.*

Why are Conservation Districts important?

Conservation districts empower people to care for natural resources through their own land management decisions.

- *Those who live and work on the land are uniquely qualified to develop effective solutions.*
- *Personal ownership of responsible, knowledgeable land management practices facilitates sustainability.*

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- [Non-financial Forms and Templates](#)
- [Photo Gallery](#)

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Photo by Kathy Whalen,
Thurston Conservation
District

Gallery of photos

(<http://gallery.scc.wa.gov/>)

depicting working lands, natural resource conservation, and landscapes from across Washington State. Images are available free of charge to conservation districts (CDs), the Washington Association of Conservation Districts (WACD), and the Washington Association of District Employees (WADE). To access the Gallery, please register

as a user.

REGISTER TO USE THE SITE Go to <http://gallery.scc.wa.gov/>. Under *Identification* in the bottom left, click "register" and follow prompts. Gallery administrators will review the registration request and approve your access as soon as possible.

PHOTO LICENSING CDs, WACD, and WADE are granted a royalty-free license to remix, tweak, and build upon images in the SCC Gallery non-commercially. New works must also acknowledge the photographer and be non-commercial, but they don't have to license their derivative works on the same terms. Photos may not be used to infer or imply SCC endorsement of any product, company, or position. Please do not distort the images the photos portray.

PHOTO CREDIT If you use a gallery photo in a publication, on a web site, or as part of any other project, please credit as:

- Photo by [photographer's name], [entity name] (e.g. Photo by Joan Smith, Random County Conservation District)

SUBMITTING PHOTOS CD, WACD, and WADE partners are invited to help us improve and maintain the gallery by submitting photos for all of us to share. Here's how:

- To upload your photo, [go to the SCC Gallery](#) and click "Upload Photos" under *Menu* on the left sidebar.
 - Under "Select an album," choose one of the six categories (Albums) you wish to enter your photo (people, working lands, forests/forestry, water quality, fish and wildlife, or landscapes). You may

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- Photo Gallery
- Policies
- Regional Managers
- Water Resource Inventory Areas (WRIA)
- Webinars
- Work Plans and Annual Reports

Follow Us!



SCC Image Gallery

Image Gallery for Washington Conservation Districts

Home

Albums

- Landscapes [46]
- Fish and Wildlife [10]
- Water Quality [17]
- Forests / Forestry [5]
- Working Lands [56]
- People [22]

155 photos

Menu

Quick search

- Keywords (94)
- Search
- Comments (0)
- About
- Notification
- OS World Map

Specials

- Most visited
- Best rated
- Random photos
- Recent photos
- Recent albums
- Calendar
- See photos by user

Links

-  NRCS Photo Gallery

A random picture



Identification

- Register
- Login

Quick connect

Username

Password

Auto login



Landscapes

17 photos
29 photos in 3 sub-albums
General landscape photos of Washington State.



Fish and Wildlife

8 photos
2 photos in 1 sub-album



Water Quality

5 photos
12 photos in 2 sub-albums
May include shellfish, riparian restoration, CREP projects, etc.



Forests / Forestry

5 photos



Working Lands

7 photos
49 photos in 4 sub-albums



People

22 photos
Landowner photos, relationship photos, etc.

SCC Image Gallery

Image Gallery for Washington Conservation Districts

* Username

* Password

* Confirm Password

* Email address

Send my connection settings by email

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A random picture



Identification

Hello LauraJ !

- Logout
- Customise

EXAMPLES:

Stewardship of OUR WATER

Empowering people to conserve water, improve water quality, and reduce flood impacts through their own land management decisions



Washington State
Conservation
Commission



CONSERVATION DISTRICTS
OF WASHINGTON STATE
your window to healthy lands

Washington State
Conservation Commission



CONSERVATION DISTRICTS
OF WASHINGTON STATE
your window to healthy lands

Protecting Water Quality

We all have a role to play in protecting the health and safety of our water. Through voluntary incentive programs, the Washington State Conservation Commission (SCC) and conservation districts make it easier and more affordable for private landowners to do their part to prevent water pollution.

Background

Water quality is threatened or impaired in over 1,500 miles of Washington's rivers and streams. Assessments of these waters have identified several pollutants associated with land use activities, including pesticides, nutrients, fecal coliform, and Escherichia Coli (E. Coli). With assistance from conservation districts, landowners and farmers can implement practices that prevent these pollutants from reaching our waters.

Solution

Every one of Washington's 39 counties is represented by at least one conservation district, allowing district staff to assess landowner needs on an individual basis and, as feasible, help improve water quality. Landowners voluntarily may request help with:

- **Farm and nutrient management planning:** On-site help in developing, implementing, and updating land management plans that prevent pollutants from degrading water quality.

- **Cost-share funding:** Funds a portion of capital projects (brick and mortar) that improve water quality, such as installing fencing to keep livestock from accessing streams.



This work is made possible through state funding distributed by the Washington State Conservation Commission (SCC). The SCC is the coordinating state agency for conservation dis-

tricts in our state. SCC funding supports district staff, operations, cost-share, and districts use funds as match for grants that support additional water quality protection. Every dollar the SCC invests in conservation district projects is leveraged an average of four times!

Left: Lewis Conservation District provided cost-share to help a livestock producer add 350 feet of fence to both sides of a stream. Livestock exclusion fencing helps reduce erosion, protect habitat, and prevent pollution.

Quick Facts:

- In 2014 conservation districts used SCC capital funds to improve or protect 76,717 feet of stream.
- We fund direct seed projects that allow farmers to plant and fertilize crops in one or two passes, reducing soil erosion by 95 percent.
- Many water quality projects benefit salmonid species, including Coho, Chinook, Chum, and Steelhead.

January 2015

www.scc.wa.gov

(360) 407-6200



What are Conservation Districts?



Underwood Conservation District assists landowner

Conservation districts are non-regulatory, boots-on-the-ground providers of natural resources expertise. For more than 75 years, they have served as trusted, local partners helping people care for natural resources. Every one of Washington's 39 counties is represented by at least one conservation district, and their staff stand ready to help.

Districts offer a range of voluntary services including assistance with: erosion control, habitat restoration, manure management, wildfire prevention/mitigation, stormwater management, forest plans, irrigation efficiency, noxious weed control, fish barrier removals, livestock stream crossings, and more.

Reasons to contact your local conservation district:

- **Conservation districts are trusted partners.** They are non-regulatory entities that do not enforce compliance or impose penalties, but instead work collaboratively with landowners to help them responsibly and efficiently manage their land.
- **Conservation districts are local people** who have a personal investment and interest in improving the quality of life in their communities. Because they live where they work, staff have deep, firsthand knowledge of the issues and challenges faced by landowners.
- **Conservation districts are repositories of natural resource expertise,** knowledge, education, and dedication. Staff offer landowners expertise in fields such as soil resource management, conservation biology, forest and ecological engineering, and more.

Local leadership

Conservation districts are locally led. Each district is directed by a five-member board of supervisors. Three members are elected locally, at least two of whom must be landowners or operators of a farm. The SCC appoints the remaining two members, including at least one landowner or farm operator.



Water quality testing, King Conservation District

There are 45 Conservation Districts in the state of Washington. Find yours today! Visit the [District Locator Map](#) or go to the [Conservation District Directory](#).

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NEXT STEPS:

- Brand Launch Strategy
- Evaluation
- Continue to update / improve toolkit
 - *Templates (PowerPoint, Website, print)*
 - *Social media guidelines*
 - *Guidelines for working with news / media*
 - *Audience profiles*
 - *???*

QUESTIONS? COMMENTS?

Contact:

- *Laura Johnson, Communications Coordinator
ljohnson@scc.wa.gov | 360.407.6936*