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
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
Marketing Toolkit

Products in this marketing toolkit are designed to unify the way conservation districts are presented by the Washington State Conservation Commission (SCC) and the districts themselves.

**Things to know:**

- Toolkit products are free for Washington’s conservation districts to use.
- 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>*

*Questions? Contact Laura Johnson, 360-407-6936*
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.*
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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Brand Guidelines
Color Palette
Logos
Messaging
Photos

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) (TIFF)
- Color, vertical (JPEG) (PNG) (TIFF)
- BW, horizontal (JPEG) (PNG) (TIFF)
- BW, vertical (JPEG) (PNG) (TIFF)
- BW Reversed – for dark backgrounds, vertical (JPEG) (PNG) (TIFF)
- BW Reversed – for dark backgrounds, horizontal (JPEG) (PNG) (TIFF)
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<table>
<thead>
<tr>
<th>COLORS</th>
<th>PANTONE / SPOT</th>
<th>CMYK</th>
<th>RGB Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNCOATED</td>
<td>PMS 5405U</td>
<td>C 52 M 21 Y 15 K 38</td>
<td>R 91 G 111 B 128</td>
</tr>
<tr>
<td>COATED</td>
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<td>Hex #5B6F80</td>
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<td>R 110 G 92 B 89</td>
</tr>
<tr>
<td>COATED</td>
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<td>Hex #645C59</td>
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<td>R 249 G 193 B 110</td>
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</tr>
</tbody>
</table>

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?

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Questions? Contact Laura Johnson, 360-407-6936

Edit this page
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:

<table>
<thead>
<tr>
<th>What are Conservation Districts?</th>
<th>What do Conservation Districts do?</th>
<th>Why are Conservation Districts important?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation districts are non-regulatory, boots-on-the-ground providers of natural resources expertise, knowledge, and dedication.</td>
<td>Conservation districts work collaboratively to help people responsibly and efficiently manage their land and associated natural resources.</td>
<td>Conservation districts empower people to care for natural resources through their own land management decisions.</td>
</tr>
<tr>
<td>• Staff spend most of their time in the field, bringing hands-on expertise and problem-solving skills to landowners.</td>
<td>• Landowners request assistance from conservation districts; services are not required or forced upon them.</td>
<td>• Those who live and work on the land are uniquely qualified to develop effective solutions.</td>
</tr>
<tr>
<td>• Districts serve as a clearinghouse of information collected through their partnerships with agencies, organizations, and vendors.</td>
<td>• District staff assess landowner needs on an individual basis, make recommendations, and, as feasible, implement and fund appropriate solutions.</td>
<td>• Personal ownership of responsible, knowledgeable land management practices facilitates sustainability.</td>
</tr>
</tbody>
</table>
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REGISTRATION 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:

1. 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 upload up to five photos per album.

Follow Us!

[Social media icons]
Stewardship of
OUR WATER

Empowering people to conserve water, improve water quality, and reduce flood impacts through their own land management decisions
What are Conservation Districts?

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.

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.
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
  ▪ ???
Contact:

• Laura Johnson, Communications Coordinator
  ljohson@scc.wa.gov | 360.407.6936