

Connection



Capacity



Tips and Resources for Marketing Conservation Districts

Why focus on connection?



Why focus on connection?



**Connection is the
foundation for effective
outreach/communication.**







#3



#4



Pause
For
Purpose

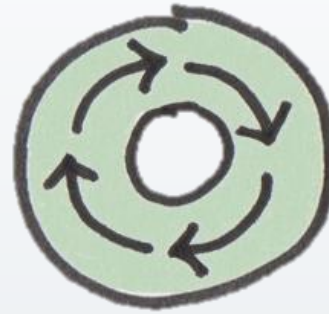


#2

**Pause
For
Purpose**

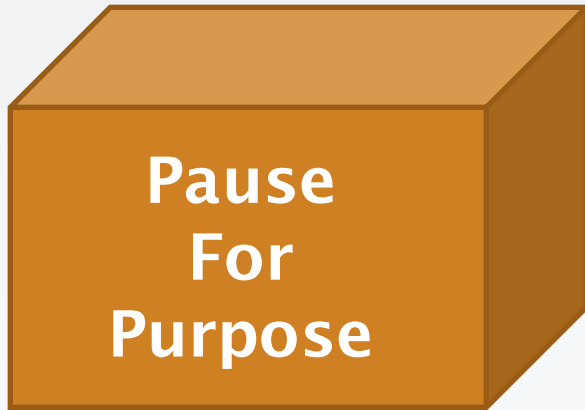
a) Set goals

- What do you want to achieve?
- How does this relate to your strategic plan?



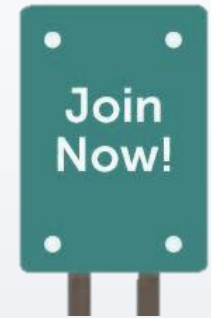
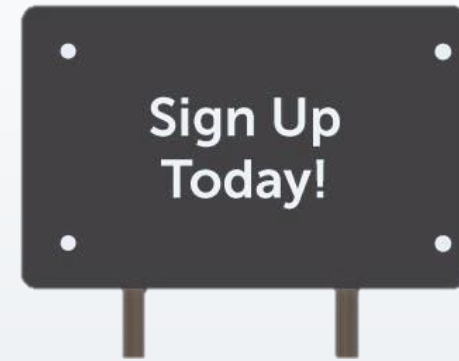
vs.





b) Call to action!

- What do you need your target audience to do?
- Clarify intent





#3



#4



Pause
For
Purpose



#2



#3



#4



Pause
For
Purpose



Imagine
Your
Audience

**Imagine
Your
Audience**

a) Research, research

- What makes them tick?
- Make it resonate



**Imagine
Your
Audience**

b) Who do they trust?

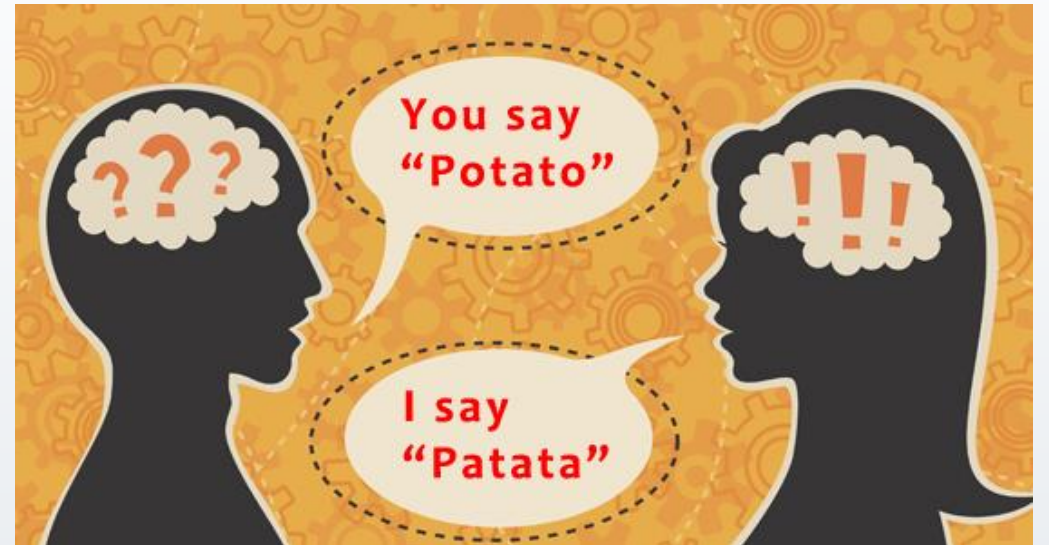
- Affiliations?
- Personal connections?



Imagine
Your
Audience

c) Speak the same language

- If they say potato, say potato
- Avoid acronyms, jargon, tech. language



Imagine
Your
Audience

d) Use their channels

- Connect and share based on their preferred method





#3



#4



Pause
For
Purpose



Imagine
Your
Audience



**Focus
And
Filter**

#4

**Pause
For
Purpose**

**Imagine
Your
Audience**

**Focus
And
Filter**

a) Set your reasons aside

- Make it about them
- Refer to research

All the personal, technical, scientific, financial, etc. reasons why you think the action you're wanting your audience to take makes sense/is a good option



**Focus
And
Filter**

b) Identify barriers

- What prevents them from the desired action?
- Potential solutions?





Four orange 3D cubes are arranged in a 2x2 grid. Each cube has a lighter orange top face and darker orange side faces. The text is centered on the front face of each cube.

**Focus
And
Filter**

#4

**Pause
For
Purpose**

**Imagine
Your
Audience**

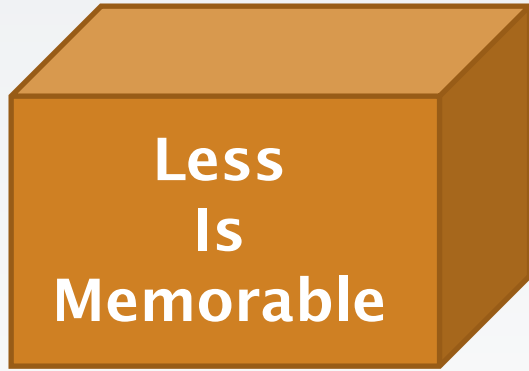


**Focus
And
Filter**

**Less
Is
Memorable**

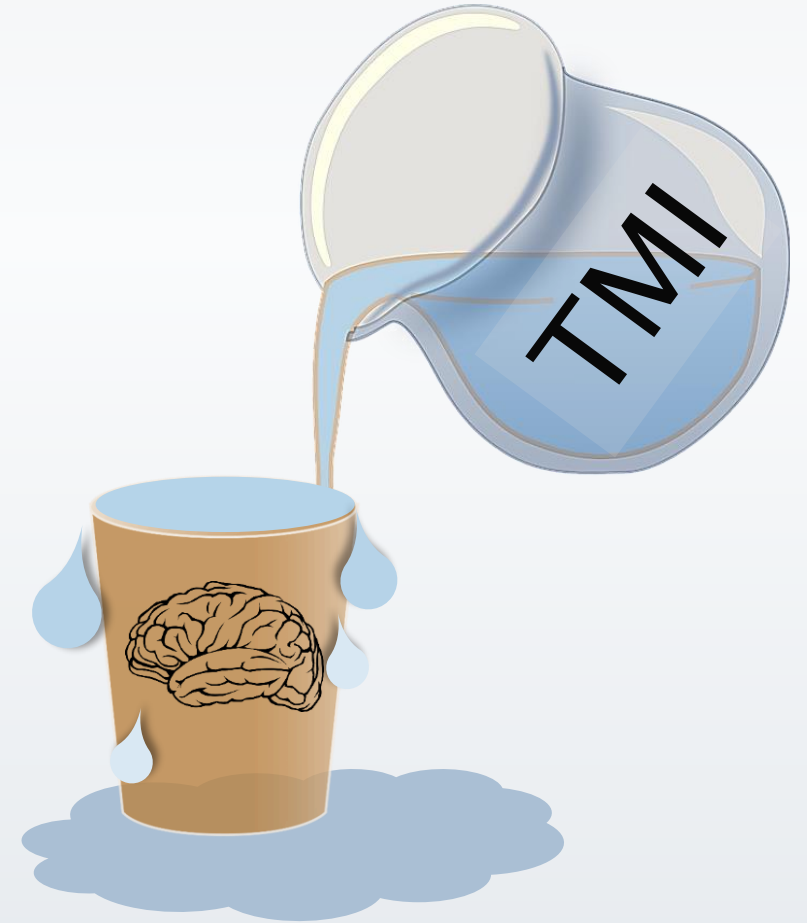
**Pause
For
Purpose**

**Imagine
Your
Audience**



a) Keep it simple

- Simple writing / talk
- Simple data
- Simple photos







Putting these cornerstones of connection to work...



**Focus
And
Filter**



**Less
Is
Memorable**



**Pause
For
Purpose**



**Imagine
Your
Audience**

Cornerstones of Connection: Building Your Outreach Plan

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?

III. FOCUS AND FILTER		
In what ways does the targeted action/behavior relate to your audience's interests?	What real or perceived barriers may prevent them from taking the targeted action/behavior?	What solutions could help address or overcome those barriers?

IV. LESS IS MEMORABLE		
Key point 1	Key point 2	Key point 3
<i>Supporting data, facts, example, or testimonial:</i>	<i>Supporting data, facts, example, or testimonial:</i>	<i>Supporting data, facts, example, or testimonial:</i>
<i>Supporting visual?</i>	<i>Supporting visual?</i>	<i>Supporting visual?</i>

**Focus
And
Filter**

**Less
Is
Memorable**



**Pause
For
Purpose**

**Imagine
Your
Audience**

Connection



Connection



Now what???



Connection



Capacity



Branding

Media & Events

Messaging

Outreach

Photos & Graphics

Messaging & Testimonials

Think of all the staff, supervisors, and cooperators who have been involved with CDs across our state — that’s a lot of people who can help share the story of our work. Here are resources to help us speak in a strong, unified voice about the value of CDs and voluntary conservation.

Messaging

- **Conservation District Key Messages** (PDF): Statements describing the unique value and purpose of conservation districts. They address three questions: 1) What are conservation districts? 2) What do conservation districts do? and 3) Why are conservation districts important?
- **Elevator Pitch and Word Bank for Describing Conservation Districts of Washington State** (PDF): Ever wish you had an under 30-second description of conservation districts in your back pocket? Use this “starter” elevator pitch and word bank to deliver a concise, impactful answer the next time someone asks, “So, what’s a conservation district?”

pla · gia · rism

/ˈpläje rizem/

The practice of taking and using someone else's work or ideas.

pla · gia · rism

/ˈpläje rizem/

The practice of taking and using someone else's work or ideas.



Branding

Media & Events

Messaging

Outreach

Photos and Graphics

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



Branding Guidelines PDF

[Branding](#)[Media & Events](#)[Messaging](#)[Outreach](#)[Photos and Graphics](#)

Media & Events

Seeking media coverage and/or planning an event? Your fellow conservation districts helped create these templates and resources to get you started!

Media Relations

- [Event media release template](#) (Word). View an [example of an event media release](#).
- [Story media release template](#) (Word). View an [example of a story media release](#).
- [Media release checklist](#) (PDF): Suggested "best practices" for getting your release published

Event Planning

- [Event planning timeline](#) (PDF): Suggested timeline and activities to plan a successful event

CD Event Planning Checklist

✓	6-8 WEEKS OUT:
	Invite distinguished guests: If you'd like any elected officials or tribal leaders to attend, send them a letter of invitation, followed by a personal phone call to confirm whether or not they'll attend. If the answer is yes, send a confirmation letter.
	Publish your event on online calendars: Many places offer free, online community events calendars. Check your local newspaper, visitor bureau or chamber of commerce, journal of business, and Northwest Public Radio and local public broadcasting website(s).
	Design / distribute flyers: Print flyers about the event and find people who can help you hang them in appropriate / partner venues around the community. Keep a stack at your front desk for visitors.
	Identify partners for your event and assign tasks: Invite partner agencies as well as community groups to be part of your event.
	Host a logo contest at local schools: Present the theme for the event to the students and let them help design a logo for the event outreach materials.
✓	4 WEEKS OUT:
	Invite the media: Send an invitation to media, being sure to include the "what, when, where, why, and who" of your event. This may be done via email, keeping text to no more than two paragraphs. Follow-up a few days later with a phone call.
	Start promoting on social media: Begin creating posts on Facebook, Twitter, etc a couple times a week about your event or an element of the event. Consider creating a Facebook event . Ask partners and neighboring CDs to share your event on their social media and/or their newsletter.
	Submit an event press release: Send a short press release to media about the event. Depending on the event / community, this may be done at 2-3 weeks before the event. An event press release template and example is available from the conservation district Marketing Toolkit on the SCC website.
	Promote event in your and partner newsletters
	If having refreshments/BBQ: Plan menu. Contact local businesses to sponsor event by donating food.
✓	2 WEEKS OUT:
	Develop talking points: If you've asked elected officials or partners to speak at your event, be ready answer a request for talking points.
	Arrange for a photographer and note-taker: Decide who will be responsible for taking photos and notes during the event and make sure they're able to attend.
	Plan site logistics: Especially if having a cleanup/work party type event. Consider volunteer safety. BBQ/refreshment area needs. Restroom facilities. Seating, shade, entertainment, giveaways.

Media and Events (media release templates, event planning, tours)

Contact: Name, Title

Tel. ~~xxx xxx xxxx~~

Email: john@district.com

Address

(PLACE YOUR DISTRICT
LOGO OR NAME HERE)

Date:

FOR IMMEDIATE RELEASE

Media Release

Main Title, keep it as short as possible

Subtitle Goes Here - should include hook or major selling point of the event

LOCATION – Body of press release begins here. Get to the point immediately. What is the take-away message from the story?

Second paragraph: provide details / facts that explain why the reader should care and continue reading (e.g. notable statistics/figures, tie to local issues).

Third – Last paragraphs: As concisely as possible, tell the remainder of your story, highlighting how this story impacts/benefits the audience, any ties to relevant community issues/topics, and include quotes.

About Random Conservation District

[Include a 3-4 line description of your conservation district and the unique services you provide. The last line should be: To learn more, visit www.randomcd.com, or call us at XXX.XXX.XXXX.]

Messaging & Testimonials

Think of all the staff, supervisors, and cooperators who have been involved with CDs across our state — that's a lot of people who can help share the story of our work. Here are resources to help us speak in a strong, unified voice about the value of CDs and voluntary conservation.

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Messaging and Testimonials

(elevator pitch, voluntary conservation talking points, testimonial worksheet)

Ever wish you had a 30-second description of conservation districts in your back pocket? Use this “starter” elevator pitch and word bank to deliver a concise, impactful answer the next time someone asks, “So, what’s a conservation district?” Remember — the following are just suggestions. You know best how to tailor language to your specific audience/community.



CONSERVATION DISTRICTS
OF WASHINGTON STATE
your window to healthy lands

Elevator Pitch

Conservation districts of Washington State partner with private landowners — who own over 50 percent of the land in our state — to voluntarily take action to keep our air, water, and soil healthy. They’re community-based hubs of natural resource expertise and funding led and staffed by locals who understand the needs of landscapes and fellow community members that they serve.

Conservation District Word Bank

(words you can use to modify the “who-what-why-how” language in the elevator pitch above and/or use in other CD communication materials)

WHO (words to describe CDs)	WHAT (CD role)	WHY (CD purpose)	HOW (CD approach)
Partner of choice	Connect	Current and future generations	Build/foster relationships
Conduit	Facilitate	Legacy	Listen
Nexus	Empower	Health (people, farms, resources)	Respect/Empathy
Bridge	Enable	Quality of life	Work: <ul style="list-style-type: none">• In tandem/in step• Neighbor-to-neighbor• Farmer-to-farmer• Peer-to-peer
Pathway	Lead	Betterment of community	Offer solutions and services that are: <ul style="list-style-type: none">• Viable• Flexible• Balanced• Customized• Multi-benefit/"win-win"• Cooperative/collaborative
Champion	Invite	Enjoyment of all	Share: <ul style="list-style-type: none">• Options• Information• Expertise• Education
Trusted/Trustworthy	Promote	Sustainable future	Make conservation affordable
Responsive	Help/assist	Statewide stewardship	Make people part of the solution
Credible	Collaborate	Protect livelihood	
Helpful	Support	Achieve goals	
Safe		Property improvements	
Approachable		Efficient operations/farms	
Caring		Local/Washington-grown food	
		Viable agriculture/farms	

Messaging and Testimonials

(elevator pitch, voluntary conservation talking points, testimonial worksheet)



TALKING POINTS: VOLUNTARY CONSERVATION PROGRAMS

These talking points were developed at the request of conservation districts and are designed to help districts provide clear, unified messaging about voluntary / incentive conservation programs. Please feel free to tailor messages to better suit your district.

Voluntary / incentive programs engage private landowners as partners in stewardship.

- With over half the land base of Washington in private ownership, private landowners are a crucial partner in conservation.
- Incentives spark eager landowner participation, rather than triggering disputes and conflict.
- Following positive experiences with these programs, many landowners become spokespeople for conservation, generating positive social pressure to practice resource stewardship.

Voluntary / incentive programs are farm-friendly, which is good for the economy and the environment.*

- The food and agriculture industry represents 13 percent of our state economy (\$49 billion) and employs over 160,000 people. (<http://agr.wa.gov/aginwa/>)
- Some conservation practices are cost-prohibitive for the average farmer — small farms account for the majority of Washington agriculture, and nearly 85 percent of farms have sales under \$100,000. (<https://pubs.wsu.edu/DisplayImage.aspx?ProductID=15562&size=original>)
- Incentives provide a business opportunity, rather than a business risk, during a time when farms are already under threat — over the last 30 years, Washington lost over 1 million acres of farmland. (<http://198.57.168.160/~wccofp/wp-content/uploads/2016/01/2015-Final-Indicators-Report.pdf>, p 6)
- Farmers are involved in voluntary conservation planning and implementation, ensuring that solutions keep their operation in business and take care of the environment.
- Farmland provides habitat and migration corridors for wildlife, as opposed to habitat loss and segregation that occurs with development.
- Healthy topsoil and vegetation help protect water quality by filtering pollutants from surface and ground water.

Voluntary / incentive programs are effective.

- In 2015, the US Fish and Wildlife Service determined that ESA-listing of Greater Sage-grouse is not warranted, largely due to voluntary conservation efforts implemented by federal, state, and private landowners. (<https://www.doi.gov/pressreleases/historic-conservation-campaign-protects-greater-sage-grouse>)
- Over 1,200 acres of shellfish harvest area has been upgraded in Dungeness Bay as a result of a coordinated, voluntary effort to identify and correct sources of water pollution. (<http://www.sequimgazette.com/news/335177631.html> - Clallam CD lead partner in this effort)

Messaging and Testimonials

(elevator pitch, voluntary conservation talking points, testimonial worksheet)



CONSERVATION DISTRICTS
OF WASHINGTON STATE
your window to healthy lands

WORKSHEET: CAPTURING EFFECTIVE TESTIMONIALS FROM LANDOWNERS AND PARTNERS

Testimonials from landowners and partner organizations can be effective ways for legislators to hear about the value and need for conservation district services. This worksheet was created at the request of districts to provide guidance on how to capture and share effective testimonials.

A: Getting started – what’s your story?

Before deciding what kind of testimonials your district will capture and from whom, define what story you want to tell.

WHAT IS THE MAIN THEME OF YOUR STORY? This can be:

- A strong “take-home message” (e.g. *You don’t have to choose between supporting the environment and supporting agriculture — by investing in conservation districts, you’re ensuring the viability of both*), or
- A natural resource or service theme (e.g. *Expanding conservation districts’ proven-successful, voluntary services is an effective, efficient path to improve water quality.*)

Theme:


WHO WILL TELL YOUR STORY? Answer the following questions to identify landowners and representatives from partner entities who could be spokespeople that provide testimonials that support your theme. Think of their testimonials as paragraphs or chapters of your story that prove your identified theme.

Identify landowner spokespeople

Who have we worked with who is passionate, has a story to tell, and/or had a challenge that our CD was uniquely positioned to address? Who has more work to do (showing the unmet need)?

Messaging and Testimonials

(elevator pitch, voluntary conservation talking points, testimonial worksheet)



CONSERVATION DISTRICTS
OF WASHINGTON STATE
your window to healthy lands

WORKSHEET: CAPTURING EFFECTIVE TESTIMONIALS
FROM LANDOWNERS AND PARTNERS

Testimonials from landowner value and need for conservation provide guidance on how to

A: Getting started – v
Before deciding what kind of to tell.

WHAT IS THE MAIN THEME

- > A strong "take-home message" supporting agriculture —
- > A natural resource or service is an effective, effective,

Theme:

WHO WILL TELL YOUR ST
from partner entities who could their testimonials as paragraphs

Identify landowner spokespersons
Who have we worked with who positioned to address? Who has

C. Getting the message across

Testimonials are most powerful when spokespeople are unscripted and explain their experience in their own words. The challenge is giving them space to be candid while still making sure they touch on the key messages of your story.

HOW DO YOU DRAW OUT THE STORY? Encourage spokespeople to answer key questions in their testimonials. These questions can be shared with spokespeople as suggested talking points to address in their letter, in-person meeting, or presentation, or as the questions you ask them during a video interview.

Examples of key questions:

- 1) What problem(s)/issue(s) were you experiencing that led you to contact the conservation district?
- 2) Had you previously tried anything else to solve the problem? If so, what?
- 3) Why did you choose to contact the conservation district, rather than a different entity or organization?
- 4) What was the result of the conservation district's program(s)/service(s)? (*Encourage specifics. Rather than "we saw a big improvement in salmon habitat," ask the landowner or partner to state exactly what the improvement was, such as "we witnessed salmon migrating up our stream for the first time in x years..."*)
- 5) How did the conservation district's service(s) help meet your objectives for your property?
- 6) What word or phrase best describes your relationship with the district, and why?
- 7) What specific feature did you like most about working with the conservation district?
- 8) If someone called you and said, "Why should I support conservation districts," what would you tell them?
- 9) Would you consider working with us again? If so, on what kind of project?
- 10) How would you describe the importance of voluntary and incentive-based conservation services and programs?

Outreach & Engagement

From tabling at events, to posting on social media, to meeting with decision-makers — conservation districts use many methods to reach a variety of audiences. These tips and resources were developed with and for CDs to make public engagement easier.

Campaigns and Outreach to Decision-Makers

- **Public Support for Conservation** (PDF): Summary of tips from a talk by Dave Murphy - Commissioner of the Missouri Department of Conservation and chair of the campaign for a voter-approved sales tax to fund conservation - given at the WACD 2017 Annual Meeting. Tips focus on how to foster community support for conservation.
- **Tips to Engage Elected Officials and Decision Makers** (PDF): Simple tips to help start and maintain effective relationships with key influencers of conservation district work.

Handouts/Program Fact Sheets

- **10 Ways Conservation Districts Can Help You**: (half-page) List of common services offered by Washington's conservation districts.
- **About Conservation Districts**: (11x17 folded) Includes key messages about CDs and three sections to customize with your own district-specific information. Please review these **step-by-step template instructions**. View **example of completed template** (Spokane Conservation District).

Tips to engage elected officials and decision makers



It's crucial that conservation districts engage elected officials and other decision-makers who have influence on voluntary conservation efforts. Knowing how to engage with them can feel intimidating. Here are simple tips to help start and maintain effective relationships with key influencers of your work.

WHY



... engage elected officials and decision makers?

- › **Establish trust.** Give them confidence in your credibility, honesty, and ability to provide factual information.
- › **Demonstrate value.** Ensure they recognize the vital services your CD provides to their constituents. Provide examples and testimonials of your work.
- › **Offer solutions.** Present CDs as "can do" entities that can help them be successful.

HOW



... do I engage them?

- › **Meet for coffee or at their office** to introduce yourself and as a regular check-in.
- › Invite them to **tours, open houses, annual meetings**, and other events (and include an invitation for them to speak).
- › Subscribe to their **newsletter** and invite them to subscribe to yours.
- › Invite them to write a **guest editorial** for your newsletter.
- › Invite them to give a **presentation at a board meeting**.
- › When in doubt, **ask them** how they would like to engage.

WHAT



... should I ask and talk about?

- › "What made you interested in running for office / taking this position?" (Then, talk about ways your work relates to their answer.)
- › "What do you hope to accomplish in the next few years?" (Then, talk about how your CD can help them achieve their answer.)
- › "How can our conservation district help you?"
- › Make a personal connection — talk about shared interests, including things that aren't work-related (e.g. growing up in the same town, shared hobbies). Research their interests ahead of time (follow their blogs and social media, talk to their staff).
- › Give updates and show pictures of projects that relate to their priorities.

Outreach

(engaging elected officials, fact sheets)

Funding for technical assistance: What is it for, and why is it important?

Technical assistance is the foundation for all conservation projects.

- It refers to the relationship-building, coordination, and expertise that's needed to develop successful projects that conserve our natural resources.

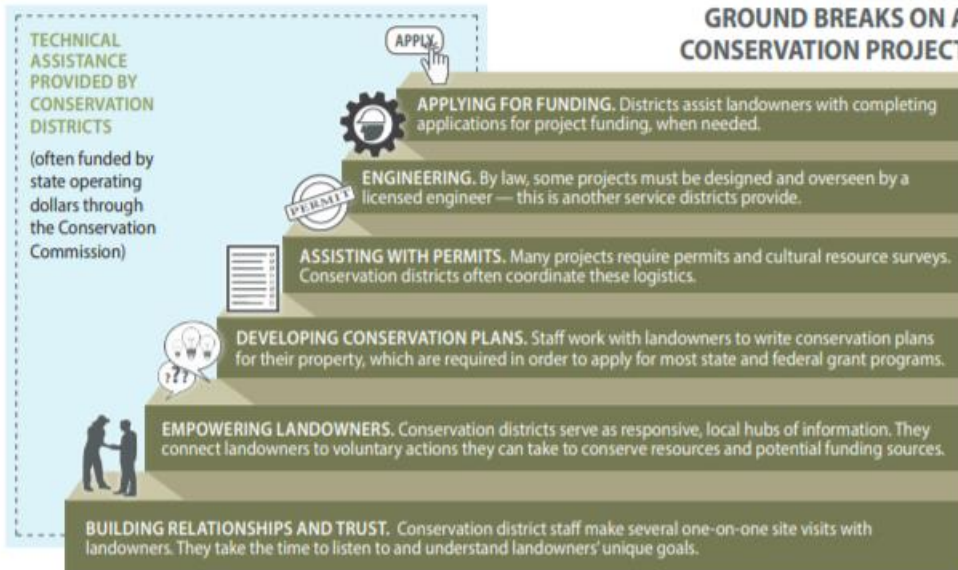
The most important and time-consuming part of a conservation project is the technical assistance that conservation districts must provide before breaking ground.

- While project construction is funded by capital dollars, conservation districts rely on state operating dollars from the Washington State Conservation Commission to pay for technical assistance.
- Partner coordination, logistics, and technical design can take up to 3-5 years, depending on the size and complexity of the project.

Technical assistance steps that are required before conservation project construction begins...



GROUND BREAKS ON A CONSERVATION PROJECT



Outreach

(engaging elected officials, fact sheets)

Funding for technical assistance: What is it for, and why is it important?

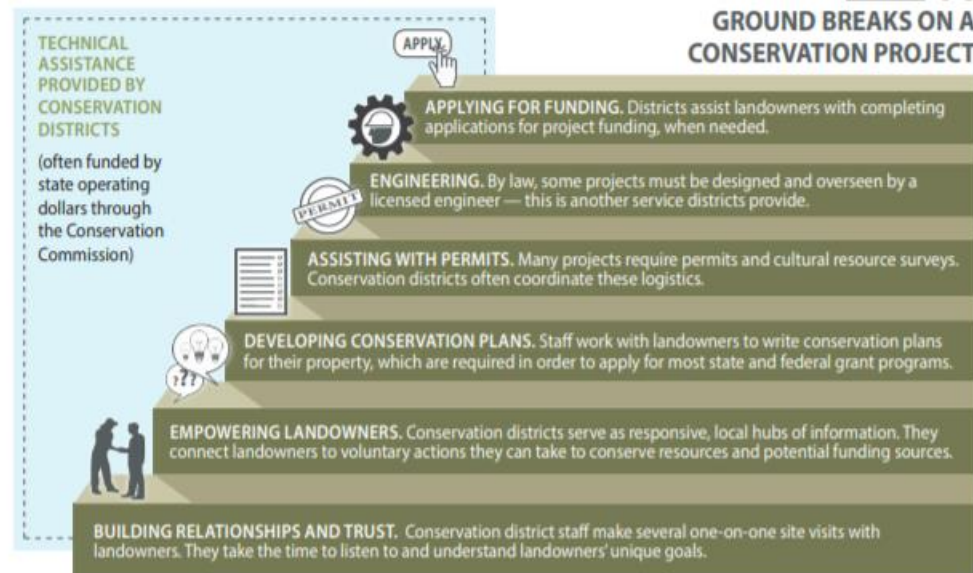
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Technical assistance steps that are required before conservation project construction begins...



Conservation districts are trusted, locally led hubs of natural resource expertise and support that empower Washingtonians to voluntarily practice conservation on their properties. Learn more: scc.wa.gov/about_conservationdistricts

Outreach (engaging elected officials, fact sheets)

10 WAYS Conservation Districts can help you:



1) They offer **cost-share programs** that help landowners pay for eligible conservation projects.



2) They offer assistance with **livestock and nutrient management**, including with manure storage, heavy use areas, and fencing.



3) They're a local source of information about **farm bill programs** and other financial assistance available for conservation work.



4) They can help with **water conservation**. Many offer incentives for irrigation management and system efficiency upgrades.



5) They can help you support **forest health** through forest planning, and some offer on-site assessments of wildfire risk.



6) They offer **solutions for managing waterfront property**, such as planting vegetation along streambanks to reduce erosion.



7) They help **preserve farmland** by connecting you to resources for estate planning, agricultural easements, and market opportunities.



8) They offer **soil health** services, including soil testing and erosion control. Some districts even offer low-cost rentals of no-till drills.



9) They can help **save energy** on your farm by assessing ways to improve efficiency, and some offer help with equipment upgrades.



10) They offer help with **noxious weed management**, and many conservation districts host annual native plant sales.

Photos and Graphics

Using photos and graphics is a great way to visually engage your audience. Washington's CD have access to hundreds of images that are free for you to use!


Photos

CD/SCC Photo gallery (hosted on Flickr): Find images of working lands, conservation, and landscapes from across Washington. Images have been contributed by conservation districts and the SCC and are available for non-commercial use by conservation districts, the Washington Association of Conservation Districts, Washington Association of District Employees, and Washington Conservation Society.

- **Licensing:** CDs, WACD, and WADE are granted a royalty-free license to remix, tweak, and build upon images in the gallery non-commercially. 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.
- **Credit:** While not required, please provide a photo credit as feasible. Suggested credit is: Photo by [photographer's name],[entity name] (e.g. Photo by Joan Smith, Random County Conservation District]). *Note: When you click on a photo in the Flickr gallery, the photographer is listed in the photo description.
- **How to submit photos:** The SCC and Communications, Partnership, and Outreach (CPO) group runs an annual conservation district photo contest each year between August-September. All submissions are added to the gallery. Outside of the contest time frame, we still appreciate your photo submissions! Please email **Laura Johnson** if you have photos you'd like to share.

General photography tips and tricks: Find a list of simple tips, presentations, videos, and resources to help build photography skills. (List created by CD employee and photographer Andrew Phay, Whatcom Conservation District)


Photos and Graphics (galleries, icons, visual equivalents)




Washington State Conservation Commission

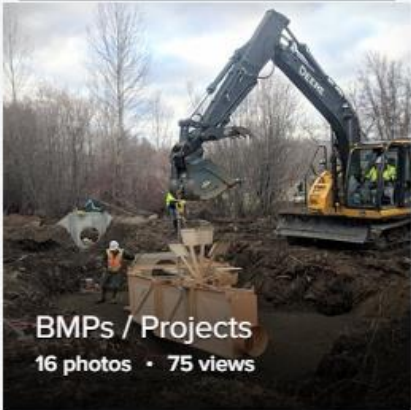
PRO Washington State Conservation C... 6 Followers • 0 Following 1,148 Photos Joined 2015

About Photostream **Albums** Faves Galleries Groups Stats Camera Roll

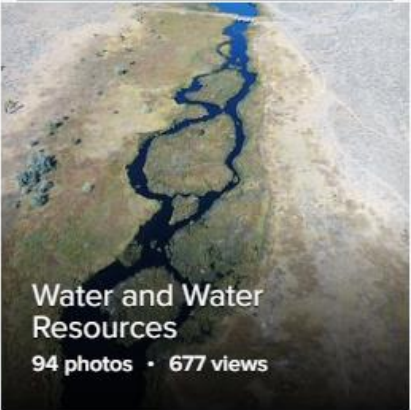
 New album

 New collection


View my collections



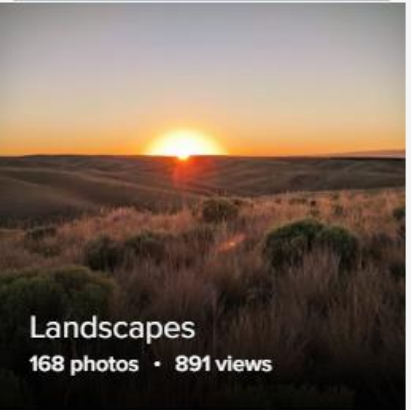
BMPs / Projects
16 photos • 75 views




Water and Water Resources
94 photos • 677 views



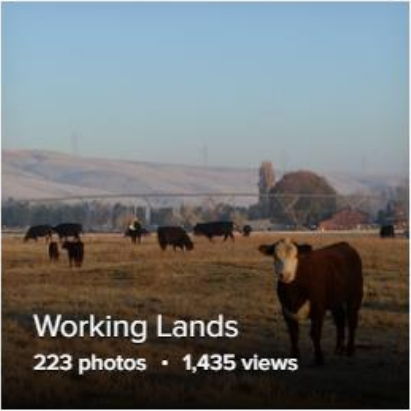
Plants, pollinators, forest, and wildfire
161 photos • 888 views




Landscapes
168 photos • 891 views



Fish and Wildlife
122 photos • 761 views



Working Lands
223 photos • 1,435 views



People
147 photos • 1,074 views

Photos and Graphics (galleries, icons, visual equivalents)



Updated: December 2020

Visual Equivalents for Conservation Measures

Not everyone can conceive what it means to save 1.02 cubic feet of water per second. But most people understand that saving enough water per day to fill an Olympic-sized pool is a great public benefit.

Translating metrics into relatable visuals helps engage your audience and make messages about your accomplishments stick.

The tables in this document provide options for translating conservation measures into visual equivalents. Some visuals are hyperlinked—click the link to view a graphic of that image that's available for CDs to download/modify/use in your communication materials.

Water/Liquid Measurements

42 liquid gallons	Volume of a bathtub
660,000 liquid gallons	Olympic-sized swimming pool
1.02 cubic feet per second	Olympic-sized swimming pool per day
6,990 acre feet	Covers area the size of City of Pullman one foot deep
12,800 acre feet	Covers area the size of City of Olympia one foot deep
17,920 acre feet	Covers area the size of City of Yakima one foot deep
38,400 acre feet	Covers area the size of City of Spokane one foot deep
53,760 acre feet	Covers area the size of City of Seattle one foot deep
2.4 million acre feet	Volume of Lake Washington
15.8 million acre feet	Volume of Lake Chelan

Soil/Mass/Weight Measurements

60 pounds	1 bushel of wheat
3,200 pounds	Weight of average car
5-6 tons	Weight of average male orca
3,700 tons	Weight of the Space Needle
27,100 tons	Weight of the Statue of Liberty
Soil losing 5 tons per acre per year	1 inch soil loss in 30 years
13 cubic yards top soil	1 standard (21 ft) dump truck load (15-16 ton/31.2K lbs)

Length/Distance Measurements

360 feet/120 yards	Length of an American football field
604 feet	Height of Space Needle
3,538 feet	Length of Interstate Bridge (I-5 bridge between WA and OR)
3,612 feet	Height of Steptoe Butte
14,411 feet	Height of Mt. Rainier
93 miles	Distance to hike around Mt. Rainier
240 miles	Distance from WA's northern (Canada) to southern (OR) border
360 miles	Distance from WA's western (coast) to eastern (ID) border

Land/Area Measurements

1.3 acres / 57,600 square feet	American football field
620 acres	WSU main campus
634 acres	UW main campus
4,930 acres	City of Wenatchee
6,990 acres	City of Pullman
12,800 acres	City of Olympia
17,920 acres	City of Yakima
38,400 acres	City of Spokane
53,760 acres	City of Seattle

Looking for Greenhouse Gas / CO2 emission equivalencies?

Check out the [EPA Greenhouse Gas Equivalencies Calculator](#).

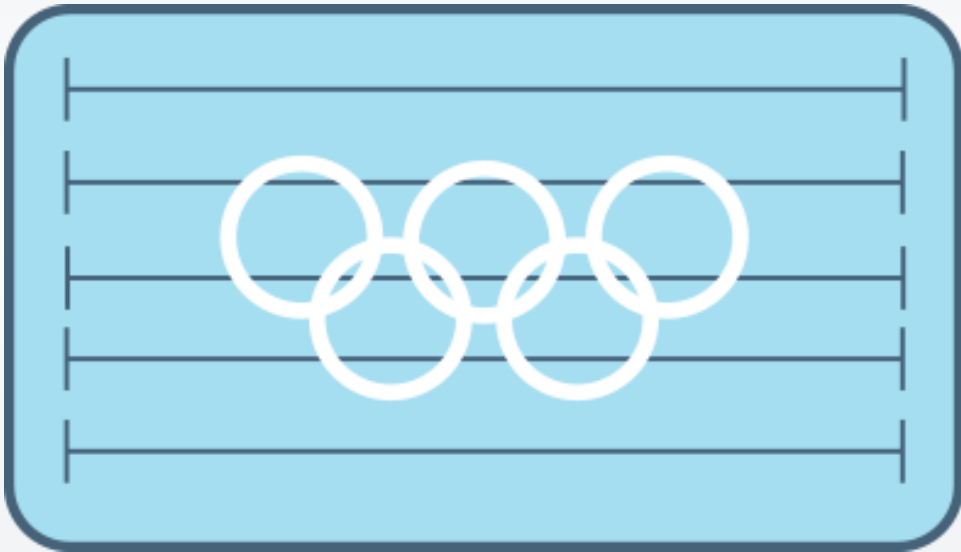
Want to calculate how conservation project investments impact the state economy and job creation?

Use the [Washington Input-Output Table](#) (updated June 2019, developed by the Office of Financial Management) to get an estimate.

Note: For most circumstances when the SCC uses this table, we use the "Simple Analysis" sheet/method and enter the funding expended into Table 1>"Output"(Column C) under "52. Waste Management/Other & Agricultural Services" (Column A). Your district may have program/service expenditures that fit better under other work sector(s)/category(ies) (Column A).

Want more conservation and ag-related graphics to use in your materials?

We created a whole [Digital Image/Graphics Library](#) for conservation districts to use. Images are organized by topic area in folders and are free for CDs to use and modify in their non-commercial marketing materials.



These irrigation projects return an estimated 14.1 cubic feet of water per second to our salmon streams.

**That's enough to fill 14
Olympic-sized swimming
pools per day!**

Photos and Graphics

Using photos and graphics is a great way to visually engage your audience. Washington's CD have access to hundreds of images that are free for you to use!

Photos

CD/SCC Photo gallery (hosted on Flickr): Find images of working lands, conservation, and landscapes from across Washington. Images have been contributed by conservation districts and the SCC and are available for non-commercial use by conservation districts, the Washington Association of Conservation Districts, Washington Association of District Employees, and Washington Conservation Society.

- **Licensing:** CDs, WACD, and WADE are granted a royalty-free license to remix, tweak, and build upon images in the gallery non-commercially. 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.
- **Credit:** While not required, please provide a photo credit as feasible. Suggested credit is: Photo by [photographer's name],[entity name] (e.g. Photo by Joan Smith, Random County Conservation District]). *Note: When you click on a photo in the Flickr gallery, the photographer is listed in the photo description.
- **How to submit photos:** The SCC and Communications, Partnership, and Outreach (CPO) group runs an annual conservation district photo contest each year between August-September. All submissions are added to the gallery. Outside of the contest time frame, we still appreciate your photo submissions! Please email **Laura Johnson** if you have photos you'd like to share.

General photography tips and tricks: Find a list of simple tips, presentations, videos, and resources to help build photography skills. (List created by CD employee and photographer Andrew Phay, Whatcom Conservation District)



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CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands