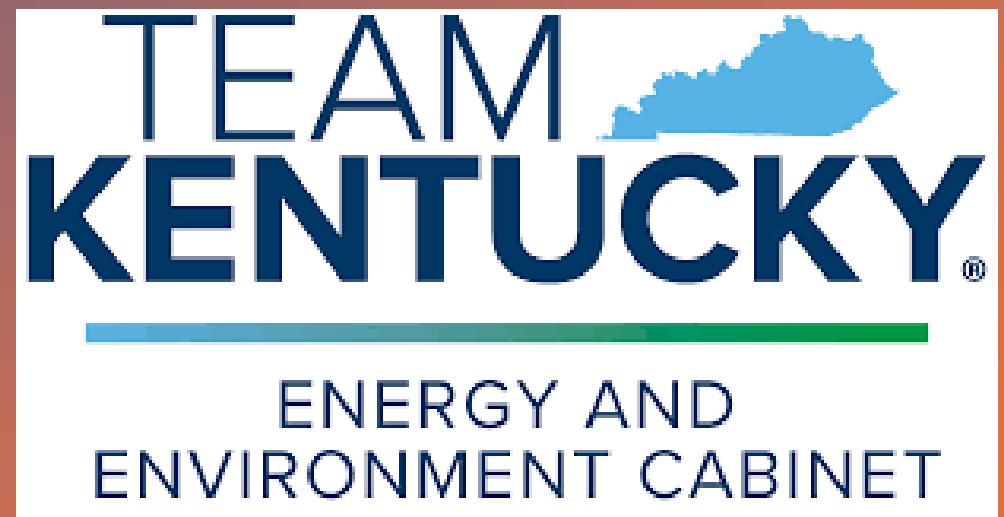


District Relevancy What does it mean to you?

Kimberly R. Bartley,
Ky Division of Conservation





“
Volunteers do not
necessarily have the time;
they just have the heart.

Elisabeth Andrew

VolunteerPro®



**TO GIVE WITHOUT
ANY REWARD,
OR ANY NOTICE,
HAS A SPECIAL
QUALITY OF ITS OWN.**

Anne Morrow Lindbergh

YOU
MAKE THE
DIFFERENCE

**"WE DO NOT INHERIT THE
EARTH FROM OUR
ANCESTORS, WE BORROW IT
FROM OUR CHILDREN."**

Nature American Friends

Thank you

What does it mean to be relevant?

Important to the matter at hand



To be needed, useful and appropriate



Up to date



Closely connected

Conservation Relevancy

Conservation relevance refers to the ability of conservation efforts to remain meaningful and effective in the face of societal and environmental changes. It's about ensuring that conservation practices are aligned with evolving public values, demographics, and ecological challenges to secure long-term support and success.



What influences relevancy?

- Conservation importance in your community
- Sustainability and Longevity
- Public perception
- Political perception of Conservation
- Professionalism of the Board and staff
- District Support

The understanding that Conservation Districts can be dissolved if enough of the public wants them to be.



Does your community know who you are?

- Can they distinguish your programs from other entities?
- Has your District promoted themselves adequately?
- Do you participate in community events?
- Would the general-public know what services you provide?
- Are you thinking about community issues?



***What Business are we
in?***





Best Kept Secret

We don't want to be a secret anymore!



MOTIVATION

- Knowledge
- Accomplishments
- Happiness
- Pride
- Teamwork
- Results



SUPERVISORS and ADVISORS

- **Why are you here?**
- **What is your motivation?**
- **Do you feel like your voice is heard?**
- **Is your District doing all it can do?**
- **Do you need training?**

Is your Board “Onboard”?

- Working as a team
- Showing up outside of meetings
- Accepting different opinions
- Willing to put in the work required
- Energetic about making decisions
- Willing to make things happen



How are you recruiting and retaining board members?

Things to think about

- Filling unexpired terms
- Find new members
- Train New Members
- Diversity
- Nepotism
- Rotating Chairs
- Listening



Thinking outside the norm

- ❖ Motivated Individuals
- ❖ Creating advisory roles
- ❖ Starting a Jr. Board
- ❖ Advertising Vacancies
- ❖ Promoting Roles
- ❖ Covering the county
- ❖ Develop required training
- ❖ Non-traditional choices

What does the FACE of your District look like?

- Employees
- Office
- Relationships
- Professionalism
- Promotion



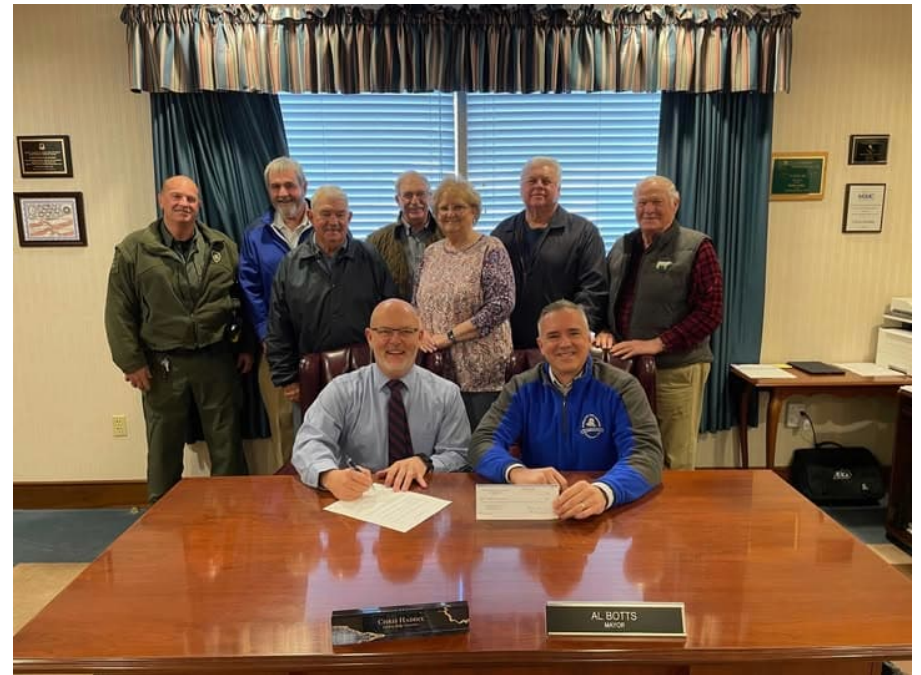
Are you thinking about and planning the future?

FULL Picture of Community

OUTSIDE perception of Conservation

Input from the **PUBLIC**

Plan for **CHANGE**





Goals and Mission

- What is the biggest **CONSERVATION** issue in your county?
- What project could you do to help?
- Can you make a difference in 5 years?
- What tools do you need to implement?



Planning and Executing



- Time
 - People
 - Differing thoughts and opinions
 - Outside Resources
 - Putting aside personal agendas
 - Being transparent
-
- Manpower
 - Budget
 - Free Advertising
 - Showing up
 - Delegating tasks
 - Asking for help
 - Working with other agencies



Stepping outside of the BOX

- Never be afraid to try new programs
- Go after the un-attainable
- Work with non-traditional agencies
- Make big goals
- Move forward
- Be different
- Identify problems = solutions

Obstacles

- Funding
- Manpower
- Time
- Motivation
- Lack of interest
- Too much for one person





Is you
District
Relevant?



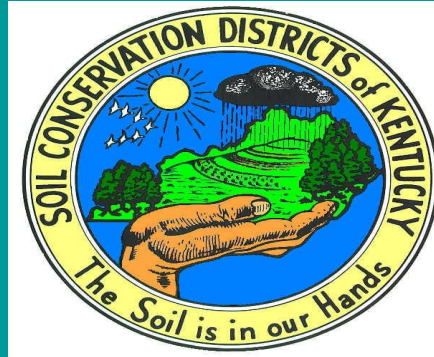
**WILL YOUR
GOVERNMENT
CONTINUE TO FUND
YOU?**



**WILL YOU PROVIDE
MORE SERVICES?**



**WILL YOUR COMMUNITY
RECOGNIZE YOU AS
IMPORTANT?**



District Promotion

Great ways to make your
Conservation District
known

Having an active conservation district in the future will be the difference between funding or cuts. The more viable services you provide, the more of an essential piece of government you are.

“Can your community justify funding for your District?”





- **Is your District active in the community?**
- **Make sure in the very least your County & City officials know who you are and what you do.....**
- **Do you go to the schools more than once a year?**
- **Do you publish articles or a newsletter?**
- **Do you attend more than 2 public events a year?**
- **Could at least ½ of the people in your community identify your District and what they do?**

**Change is not
easy
but necessary**



WHATS CHANGED????

- Goals of the County City and Districts
- Resource Concerns
- Ideas of all involved
- Attitudes of the Landowner & Taxpayer
- Values of the people and the way of Life
- The course of the District
- Support of all entities

Where to start?



**“NO MONEY -
NO EXCUSE”**

RESOURCEFULNESS = SUCCESS

- **Community**
- **Sponsors**
- **Donations of volunteers, time and goods**
- **Make requests appealing.**
- **Involve and Recognize**
- **Grants**
- **Other Districts**
- Information and education is more important.
- Utilize LOCAL sources
- Be creative
- Check into fundraising to for programs
- Support & Promote other agencies
- Free Giveaways from organizations

POSITIVE PUBLIC RELATIONS

- Be Visible & Increase Awareness
- Promote Everything you do
- Newspaper, Website, Face book, Podcast or Blog
- Utilize LOCAL RESOURCES
- Newsletter – yours or someone else's
- Talk positively about the District
- Make Strong Partnerships
- Engage stakeholders
- Friendly, Helpful, Courteous Service



Landowner Relations

- **Friendly and helpful service**
- Educate Landowners
- Send post cards, letters, or make calls and farm visits
- Utilize technology
- Update contact information/mass text
- Attend Ag meetings
- Host meetings, workshops and field days about programs and provide education.



GET INVOLVED

- Make sure that local associations know who the District is and what you do.
- Team up to sponsor things like an Ag Expo, Farm Safety Day, Environmental Day, Ag in the classroom etc.
- Talk with your City Hall, Rotary Club or Chamber of Commerce about partnering.
- Take information to your local library – offer to donate books about conservation, agriculture or earth science



LOCAL SUPPORT IS SO IMPORTANT

- Financially
 - Great promotion
 - Sponsorship
 - Help & Support
 - Public Relations
 - Great Ideas
 - Connections
 - Use of Resources
- City & County Entities
 - Banks
 - Stores
 - Ag Retailers: Fertilize Plants, Feed stores, Veterinarians, Lenders
 - Local Growers & Farmers Market
 - Clubs & Organizations: Extension Cattleman's, Farm Bureau, Dairy Association, Pork Producers
 - LOCAL Farms
 - Farmers Market

Social Media



POST EVENTS

POST
PICTURES

POST
ARTICLES

OPEN
DISCUSSIONS

UPDATE

DELETE OLD
PAGES

GET
APPROVAL



NEW PROGRAMS & ACTIVITIES





Out with the old...

- If its dying or needs change
- Not relevant or popular
- Too hard and not rewarding
- Not targetting enough people
- Costing too much



- Plan the project around your Budget & Long-Range Plan
- Start small
- Trial period
- Biggest bang for your buck

*Ask your
Field Rep for help*



Urban Project



Cost Share



Recycling



Watershed Focus



Other District Successes



Equipment



Education

Schools



- Train your employees
- Are you background checked in your school system?
- MUST have contacts other than the secretary
- Have all supervisors give one contact
- Common Core Standards
- Target each grade with a specific program
- Pay for programs
- Provide a list of what you offer at the beginning of each year.
- If you can't do it - invite other agencies
- Work with your local schools; Public, Private, all grade levels

WHO HAS ANSWERS

