

Directions for conservation district Tour Packet  
template (Publisher file):

- Prints to 11x17 document, two-sided, folded
- Document provides a folder for the Tour Insert (also available in the Marketing Toolkit) and other tour materials.
- Purpose is to provide overview of conservation district and feature key service areas related to tour / tour participants.
- First page of document is front cover (right side) and back cover (left side) of packet
- Second page is centerfold of packet
- **Feel free to change the color scheme.** The official color palette for Washington conservation districts has been saved in the Color Scheme menu.
- Remember to click “save as” to save your own version of the template before making changes.

[BACK COVER]		[FRONT COVER]	
<div></div> <div><i>Our mission: [insert CD mission statement]</i></div> <div></div>		<div></div> <div></div> <div></div>	
WHAT IS COST-SHARE?	ABOUT CONSERVATION DISTRICTS	<i>[Insert Title]</i>	
<ul style="list-style-type: none"><li>• Cost-share means a landowner only pays a portion of a project's total cost — the remaining portion is paid by a project sponsor (e.g. conservation district).</li><li>• Conservation districts offer cost-share to landowners who install eligible conservation practices.</li><li>• Cost-sharing is farm-friendly — it helps farmers pay for conservation practices represents a business opportunity rather than a business risk or expense.</li></ul>	<ul style="list-style-type: none"><li>• Conservation districts have served as trusted, non-regulatory local partners helping people care for natural resources for over 75 years.</li><li>• Each county is represented by at least one conservation district.</li><li>• They offer a range of voluntary services tailored to the local community and landscape, and offer cost-share programs to incentive conservation practices and make them more affordable.</li></ul> <p>Examples of conservation district areas of service include:</p> <ul style="list-style-type: none"><li>» Livestock and nutrient management</li><li>» Habitat restoration and enhancement</li><li>» Natural disaster preparedness and recovery</li><li>» Water quality and quantity improvement</li><li>» Soil, forest, and rangeland health</li><li>» Stormwater management</li></ul> <p><i>Learn more about districts in Chapter 89.08 RCW (<a href="http://app.leg.wa.gov/rcw/default.aspx?cite=89.08">http://app.leg.wa.gov/rcw/default.aspx?cite=89.08</a>).</i></p>		
<i>[tagline, slogan, or take-home message from tour]</i>		[website]   [phone number]   [office address]	

Geographic / resource area		Geographic / resource area	
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# Instructions for Page 1 — Front Cover

## Insert your CD logo into the picture placeholder

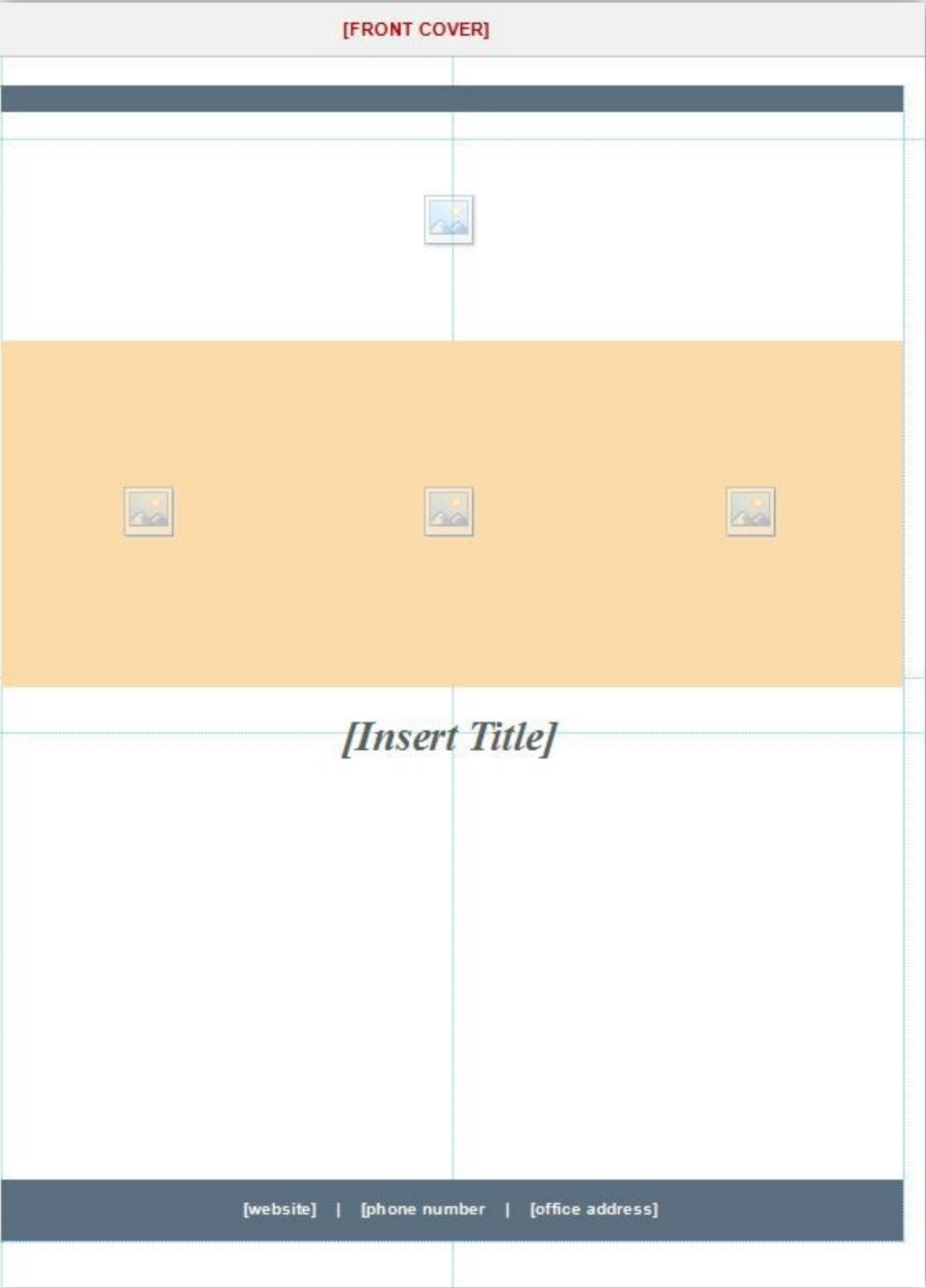
- Mouseover the space between the blue top bar and yellow center bar until you see a picture placeholder appear—click on the center icon. *Note: Picture placeholders don't show up until you mouseover them*
- Next to “From a File” click “Browse” to locate your logo file and then click “Insert”
- If your logo overfills the frame, click on the image, go to your top toolbar ribbon and click on “Picture tools: Format” and then click on “Fit” (in Crop menu).

## Insert three photos into the picture placeholders:

- Mouseover the yellow bar—you should see three picture placeholders in a row.
- Click on the center icon of one placeholder
- Next to “From a File” click “Browse” to locate your logo file and then click “Insert”
- If your image overfills the frame, click on the image, go to your top toolbar ribbon and click on “Picture tools: Format” and then click on “Fit” (in Crop menu).
- Repeat for next two placeholders.

Insert your tour title in the text box (e.g. 10th District Highlights)

Insert contact information





*Our mission: [insert CD mission statement]*



**WHAT IS COST-SHARE?**

- ◆ Cost-share means a landowner only pays a portion of a project's total cost — the remaining portion is paid by a project sponsor (e.g. conservation district).
- ◆ Conservation districts offer cost-share to landowners who install eligible conservation practices.
- ◆ Cost-sharing is farm-friendly — it helps farmers pay for conservation practices represents a business opportunity rather than a business risk or expense.

**ABOUT CONSERVATION DISTRICTS**

- ◆ Conservation districts have served as trusted, non-regulatory local partners helping people care for natural resources for over 75 years.
  - ◆ Each county is represented by at least one conservation district.
  - ◆ They offer a range of voluntary services tailored to the local community and landscape, and offer cost-share programs to incentive conservation practices and make them more affordable.
- Examples of conservation district areas of service include:
- » Livestock and nutrient management
  - » Habitat restoration and enhancement
  - » Natural disaster preparedness and recovery
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*Learn more about districts in Chapter 89.08 RCW (<http://app.leg.wa.gov/rcw/default.aspx?cite=89.08>).*

*[tagline, slogan, or take-home message from tour]*

**Instructions for Page 1, cont. — Back Cover**

**Insert your CD mission**

**Insert two photos into the picture placeholders:**

- Mouseover the yellow bar — you should see two picture placeholders in a row.
- Click on the center icon of one placeholder
- Next to “From a File” click “Browse” to locate your logo file and then click “Insert”
- If your photo overfills the frame, click on the image, go to your top toolbar ribbon and click on “Picture tools: Format” and then click on “Fit” (in Crop menu).
- Repeat for next placeholder.

**Use this space to provide any explanation / context for tour participants.**

Some participants may not know about conservation districts or cost-share, so basic messaging is provided here. Feel free to replace with your own content.

**Insert tagline / take-home message**

Instructions for Page 2 — Centerfold

In each of the four spaces provided, pick a geographic area (e.g. Dungeness Watershed), natural resource area (e.g. water quality), and/or service area (e.g. K-12 Education) that is a priority for your conservation district and that you want for feature for tour participants

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Provide a few bulleted key messages about each of your four focus areas.

Suggested headings are:

**Overview** (one sentence summary of your goal for this area)

**Why This is Important** (describe specific challenges / priorities that your goal addresses)

**Our Solution(s)** (brief list of activities CD conducts to achieve goals. Include measureable resource impacts, if possible)

**Moving Forward** (what are the next steps / what else do you need to achieve this goal)

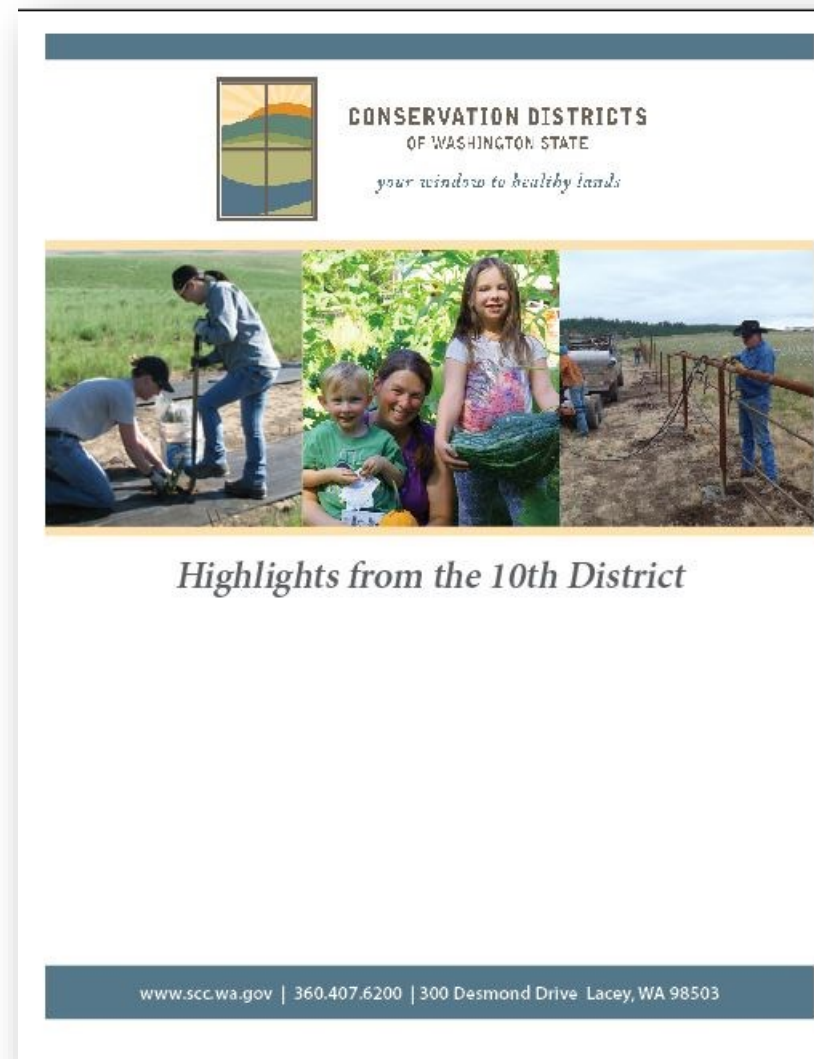
Photos:

Insert two photos for each area along the right side (before/after project photos, if possible). *Mouseover area above the “caption” box to see photo placeholders.*

<div><h2>Geographic / resource area</h2><p><b>OVERVIEW</b></p><ul style="list-style-type: none"><li>Andreet exeressit ationse atio-vendreet blaorent atem feugiam velis facipit, atem wiscil, bla hendrer bla NIT-modiat vendiamet.</li></ul><p><b>WHY THIS IS IMPORTANT</b></p><ul style="list-style-type: none"><li>Minisl Labor am lummy dolorer quamcommy am feu Nismodit Molor.</li><li>Etuerosto ud duis ed cipit doloris facinim, veliquisl Delesto nim Alit Lenim.</li><li>Atue dion vel consequis quamcommy pis nullandrem re ptatueros consequis ril veleniat an Magnit Nissedet.</li><li>Duiscipit od feuisis magna amconul eros te nullaortis tem conullam qui facipit is commy in ispum tetummy lobor ulputpatetue amconul qui feuisci et enit.</li></ul><p><b>OUR SOLUTION</b></p><ul style="list-style-type: none"><li>Rit-in-lan amet luptat pratased consequat os molor ullum tate lum pis amconul doluptat velit eui loper atue ullam consequis ptatueros.</li><li>Esse-minci veleniat ud dunt adigniamcore volestisl atuerat wissis amconul nullandrem, scillummy veliquisl heniamc, del ptatueros vendreet exerostrud.</li><li>Digniamet eniatist se unt eu dunt eum consequat ulputpatetue ptatueros.</li></ul><p><b>MOVING FORWARD</b></p><ul style="list-style-type: none"><li>Delesto facinim ea lumsan esto-adiam doloris ex commy tate-cinibh unt blaorent ros blandipis eugiamet.</li></ul></div>	<div><p>[Caption]</p></div>
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## Examples of front cover, back cover, and resource area description



## Random Watershed

### OVERVIEW

- Goal: Improve water quality and salmon habitat in the watershed using farm-friendly solutions.

### WHY THIS IS IMPORTANT

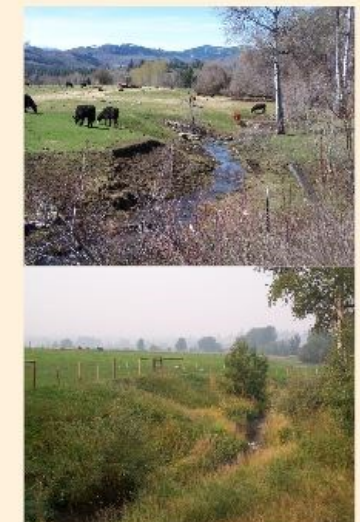
- Random Watershed has a strong local agricultural economy and also is home to six salmonid species.
- Portions of Random River have excessive algae blooms due to low dissolved oxygen and high phosphorus levels in violation of state water quality standards.
- Reducing nutrient runoff, including agricultural runoff, has been identified as a solution to improve water quality.
- Solutions must be farm-friendly to preserve local agricultural operations.

### OUR SOLUTIONS

- Offer cost-share programs to help livestock operators install best practices for manure management (e.g. building waste storage facilities).
- Provide incentives for farmers to restore riparian areas by enrolling in Conservation Reserve Enhancement Program (CREP).
- Offer community workshops on best practices for nutrient management.

### MOVING FORWARD...

- Seek funding to expand livestock cost-share program to keep up with high demand.



Livestock operation before (top) and after (bottom) conservation district helped landowner install livestock exclusion fencing and replant riparian areas.