



Arizona Association of Conservation Districts

*Conservation Communication
Outreach Campaign*



District Communication Ideas



- *AACD monthly newsletters*
- *AACD Brochure*
- *AACD Strategic Plan Book*
- *Promotional Emails*
- *Social Media (Facebook, twitter)*
- *Everyday Communications, projects, organization, schedule, and teams (Basecamp)*
- *AACD Website*
- *AACD Newsletter Templates*
- *District Supervisor Highlights*
- *Conservation Message of the month*

MailChimp



- Newsletters
- Email campaigns
- Posts to social media
- Meeting notices
- Doodle polls
- Free!!!

Con:

- **Emails often are delivered to promotions inbox or junk**



MailChimp



Constant Contact



Constant Contact

- Newsletters
- Email Campaigns
- Meeting notices
- Doodle polls
- Contact Management
- Starts at 20\$ per month
- Uses a the same email address every time something is sent.
- Utilize AACD's account



Basecamp



- Project management system
- Everything organized in one place
- AACD Master Schedule
- Allows supervisors to interact with other supervisors
- Manage tasks
- Organize work
- Reduce email chains
- To do's



Basecamp



Plug N Play Newsletter Templates



- ⌘ Download a generic AACD Newsletter
- ⌘ Add your District name & stories
- ⌘ Send to your District Supervisors and cooperators
- ⌘ <http://www.aacd1944.com/conservation-district-outreach-campaign/>



Conservation Messages



- ⌘ In need of a good conservation message for your newsletter?
- ⌘ Download 12 stories on our website
- ⌘ <http://www.aacd1944.com/conservation-district-outreach-campaign/>

Why Facebook?

- General information for public, District Cooperators, Businesses, millions of users
- Easier, free, more convenient option than managing a website
- Inform people on their own time
- Share photos and videos
- Create groups



Create a Group



- ❧ Creating a closed group allows you to add District Supervisors, District Cooperators, local work group members.
- ❧ You can post meeting details, protect information, send mass emails, etc. to only the members in your group

Why Twitter



- ⌘ Fast way to share info with lots of people.
- ⌘ No apps or groups, just news headlines
- ⌘ No barriers to engage in relationships

Good for:

- ⌘ News
- ⌘ Links more information
- ⌘ Posting pictures
- ⌘ Upcoming events
- ⌘ Important announcements ⌘ Events as they happen

How is Twitter different than Facebook?



- ❧ More immediate
- ❧ More “newsy”
- ❧ More concise
- ❧ Better for finding out information
- ❧ Fewer barriers to entry



Communication Webinars



- ❧ Learn everything you need to know about Social Media
- ❧ Learn how to make your own newsletter!

Next webinar is Tuesday, July 3rd 3-4 PM



District Training Modules



To find the full modules from this
District Training visit:

<http://www.aacd1944.com/district-training-materials/>



Need Help?



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