

## Background & Instructions for WACD Members:

# CDs-101 Talking Points & One-Pagers



## For internal use only

This document is for the exclusive reference of Washington conservation district representatives to leverage “**CD-101” talking points and one-pagers** developed by the Washington Association of Conservation Districts (WACD). It is not for external distribution.

See pages 3-4 of this document for links to one-pagers that are intended for public outreach.

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## Foundational materials for a sustained campaign

*While we focus on 2025 Legislative Session objectives with full commitment, WACD is aligning all outreach strategies with a larger campaign goal that we'll continue to work towards in the coming years.*

**Goal:** A bipartisan coalition of legislators — including a wave of freshman lawmakers — actively support CDs and understand their distinct value, demonstrated by actions ranging from accepting CD meeting/event invites to being champions for sustainable CD funding, of which CTA is an important component.

*CD-101 talking points and one-pagers are crafted to drive our shared success in 2025 and to lay a solid foundation for WACD members as we continue to work toward this long-term goal.*

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*By developing and sharing 101-level talking points and one-pagers on CDs, WACD aims for three near-term objectives:*

- Objectives:**
- 1) All 45 CDs have access to customizable, audience-specific talking points that are written in plain language and support CD self-introductions to elected officials and community members in time for the 2025 Legislative Session.
  - 2) After meeting with CDs/WACD, all freshman lawmakers have at least CD 101-level knowledge.
  - 3) After meeting with CDs/WACD, legislators of all tenures demonstrate the ability to better differentiate CDs from other entities and see CDs' unique role in achieving state priorities.

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*WACD is anchoring all outreach materials in a non-partisan campaign theme. Using a campaign theme is a powerful tool to enhance outreach impact by improving message retention, credibility, and resonance across diverse audiences.*

## Campaign theme: “Common-sense Conservation”

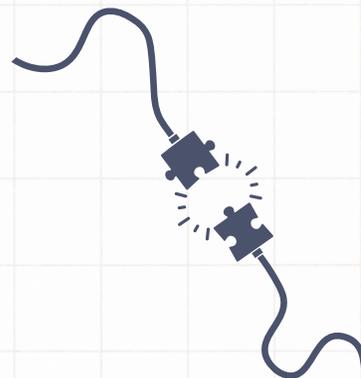
*Why “common-sense conservation?”*

- *Common-sense tells us that Washington's landscapes and communities are too diverse for a one-size-fits-all approach to conservation.*
- *Common-sense conservation means meeting people where they are — local services, shaped by local voices, to address local needs. CDs are the only entity in Washington capable of delivering common-sense conservation to communities on a statewide scale.*
- *“Common-sense” signals that conservation funding isn't just idealistic — it's a wise investment.*

## Crafting connection: Why tailoring your message matters

Tailoring your message means presenting information in a way that aligns with the unique values and interests of a specific audience. This powerful communication strategy can help conservation district legislative outreach be more impactful, engaging people across diverse political perspectives.

Instead of using the same prepared message or materials for every audience, you adjust your message to show how your priorities relate to the priorities or concerns of each audience. This could mean emphasizing different points, using different examples, or adjusting the style of your language.



## Different CD-101 talking points and one-pagers for different audiences

To help WACD members introduce conservation districts to a new wave of freshman lawmakers and community members who are unfamiliar with your work, WACD worked with KR Creative Strategies to develop two different sets of “CDs-101” talking points and one-pager fact sheets.

These two versions of materials may not connect with every audience CDs want to reach. Think of them as flexible starting points, allowing you to do what CDs do best — adapt and personalize your approach to best fit your audience’s needs and perspectives.

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## Choose materials that align with your audience

*The following pages present two sets of talking points and one-pagers that introduce Conservation Districts of Washington State — one set is tailored for Audience A and the other for Audience B.*

*Research each legislator, decision-maker, or target audience you’ll engage with. Then, review the descriptions of Audiences A and B below and identify which set of materials will resonate most effectively with each audience.*

*There may be cases when neither version is a match for your target audience — adapt and personalize your approach to best fit your audience’s needs and perspectives.*

### Audience A

Conservative-leaning. Priorities may include individual/property rights, limited government/local control, jobs/economy, responsible spending, agriculture, rural communities.



### Audience B

Progressive-Leaning. Priorities may include social justice, equity and inclusion, urban/suburban communities, community healing, local food/nutrition, environment/climate change.



## Audience A — CDs-101 materials

These materials are tailored for an audience who is more conservative-leaning and whose priorities may include individual/property rights, limited government/local control, jobs/economy, responsible spending, agriculture, and rural communities.

### CDs-101 talking points

*Think of talking points as a reference, not a script. Become familiar enough with them that you can recall the essence of key points in a conversation while still making them your own.*

*Talking points are organized under the questions they're intended to address.*

#### WHY DO CDS MATTER?

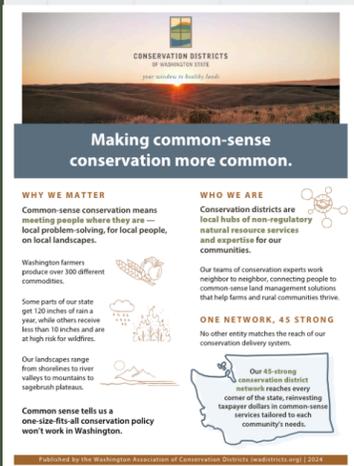
- **Common-sense tells us one-sized-fits-all conservation policies won't work for Washington.**
  - Washington farmers produce over 300 different commodities.
  - Some parts of our state get 120 inches of rain a year, while others receive less than 10 inches and are at high risk for wildfires.
  - Our landscapes range from shorelines to river valleys to mountains to sagebrush plateaus.
- **We make common-sense conservation more common.**
  - Common-sense conservation means meeting people where they are — local problem-solving, for local people, on local landscapes. That's exactly what conservation districts do best.

#### WHO ARE WASHINGTON'S CDS?

- **Conservation districts are local hubs of non-regulatory natural resource and agricultural services and expertise for our communities.**
  - Our teams of conservation experts work neighbor-to-neighbor, connecting landowners to common-sense land management solutions that help our farms and rural communities thrive.

#### HOW & WHERE DO WASHINGTON'S CDS WORK?

- **Conservation districts are one network, 45 strong. No other entity matches the reach of our conservation delivery system.**
  - Our 45-strong conservation district network reaches every corner of the state, reinvesting taxpayer dollars in common-sense services tailored to each community's needs.



Download and use the CDs-101/Audience A one-pager

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VISIT THE WACD HUB FOR MORE 2025 ADVOCACY MATERIALS!

[wadistricts.us/wacd/member-services/#advocacy2025](https://wadistricts.us/wacd/member-services/#advocacy2025)

Direct link: [bit.ly/cds101a-25](https://bit.ly/cds101a-25)

## Audience B — CDs-101 materials

These materials are tailored for an audience who is more progressive-leaning and whose priorities may include social justice, equity and inclusion, urban/suburban communities, community healing, local food/nutrition, the salmon recovery, and climate change.

### Talking points

*Think of talking points as a reference, not a script. Become familiar enough with them that you can recall the essence of key points in a conversation while still making them your own.*

*Talking points are organized under the questions they're intended to address.*

#### WHY DO CDs MATTER?

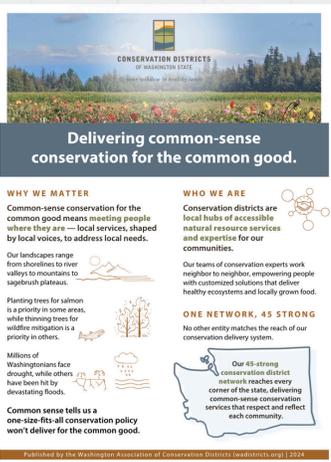
- **Common-sense tells us one-sized-fits-all conservation policies won't deliver for the common good.**
  - Our landscapes range from shorelines to river valleys to mountains to sagebrush plateaus.
  - Planting trees for salmon is a priority in some areas, while thinning trees for wildfire mitigation is a priority in others.
  - Millions of Washingtonians face drought, while others have been hit by devastating floods.
- **We deliver common-sense conservation for the common good.**
  - Common-sense conservation for the common good means meeting people where they are — local services, shaped by local voices, to address local needs. That's exactly what conservation districts do best.

#### WHO ARE WASHINGTON'S CDS?

- **Conservation districts are local hubs of environmental and agricultural services and expertise for our communities.**
  - Our teams of conservation experts work neighbor to neighbor, empowering people with common-sense solutions that deliver healthy ecosystems and locally grown food.

#### HOW & WHERE DO WASHINGTON'S CDS WORK?

- **Conservation districts are one network, 45 strong. No other entity matches the reach of our conservation delivery system.**
  - Our 45-strong conservation district network reaches every corner of the state, delivering common-sense conservation services that respect and reflect each community.



Download and use the CDs-101/Audience B one-pager

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