

Conservation Technical Assistance Talking Points & One-Pagers



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

See page 3 of this document to download a CTA one-pager that’s intended for public outreach.

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.

CTA 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 work toward this long-term goal in the years ahead.

By developing and sharing the CTA talking points and one-pager, WACD aims to accomplish two near-term objectives.

Objectives:

1. WACD leadership and members are empowered with foundational resources that help them deliver unified and audience-specific foundational messages about CTA.
2. After meeting with CDs/WACD, a bipartisan coalition of legislators better understand the significance and urgency of adequate CTA, demonstrated by active support for an increase in CTA funding during the 2025 Legislative Session.

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: Use analogies to make complex, unfamiliar terms more relatable

For many, CTA is a complex and completely unfamiliar idea. Others may have heard of it, but they still don't fully understand its significance.

The CTA talking points and one-pager use a relatable, customer service analogy to connect CTA to a concept that the audience already understands. Analogies create a bridge between new and existing knowledge, making it easier for the audience to grasp key ideas quickly.



CTA 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 DOES ADEQUATE CTA FUNDING MATTER?


- **Imagine warehouses around the state overflowing with merchandise. Orders are pouring in and phones are ringing — but there's no one to answer or deliver products. That's conservation without adequate Conservation Technical Assistance (CTA) funding.**

WHAT IS CTA?

- **CTA powers the workforce and tools conservation districts need to deliver common-sense conservation to Washington communities.**
 - CTA is the difference between your constituents having access to local, helpful conservation experts *OR* your constituents being put on hold, waitlisted or bounced around in search of help for natural resource issues.
 - CTA is the difference between state natural resource funding being invested in and driven by your local community *OR* funding being absorbed into one-size-fits-all approaches that are disconnected from local resource needs.
 - CTA is the difference between your community seeing the health of local natural resources improve *OR* seeing natural resources degrade due to a lack of local capacity to deliver conservation services.

WHY IS MORE CTA FUNDING NEEDED NOW?

- **State funding for CTA hasn't kept up with demand, putting Washington's conservation opportunity on hold.**
- **We're leaving people and critical natural resource issues underserved as conservation districts are bottlenecked by:**
 - Increased demand from community members for more conservation services.
 - Increased demand from the state to deliver more programs and projects.
 - Increased demand from agency referrals.
 - Increased demand from educators to provide STEM, place-based and career-connected learning.

 **see p. 3 for recommendations on incorporating local examples to highlight the need for CTA.**

CALL-TO-ACTION

- **Don't put Washington's conservation on hold. Fund CTA for local experts delivering common-sense conservation for your community.**

Incorporate local examples to highlight need for CTA

Super-charge the case for CTA by preparing concrete, local examples from your conservation district that personalize the issue and show why CTA funding is a relevant and urgent need for constituents.

CTA talking points — speak to local need

CDs are encouraged to prepare 1-2 examples of local evidence and/or data that reinforces the argument for why additional CTA funding is needed.

CDs know best what local stories can help illustrate the need, but here are some examples of the types of verifiable talking points that could help make your case.

- In [timeframe], our conservation district provided [specific service type that's of particular interest to decision-maker/audience] to [# of people]. But there's a waitlist of [# of people] still on hold until we have capacity to serve them.
- In [timeframe], we estimate that limitations in CTA funding prevented our community from [time-sensitive, data-driven outcome that wasn't achieved due to funding limitations, e.g., reducing risk of wildfire damage on x number of properties]. With a [\$/%] increase in CTA, we could take immediate action to deliver services to our community that will [anticipated positive outcome].
- It's estimated that [x%] of people in our community are at risk of [natural resource issue, e.g., wildfire, flood damage, food insecurity]. Our CD stretched our CTA funding to serve [number/percent] in [timeframe], but without adequate CTA, we've been unable to serve [number/percent] who are still at risk.

CTA one-pager — show local need

The CTA one-pager is one-sided. Consider adding a back page to the PDF ([see instructions on combining or merging files into single PDF](#)) that shows examples of how CTA is used and needed at a local level. Suggested content may include: *cooperator quotes/testimonials, captioned photos of CTA-supported work/needs, local CTA-related stats/metrics, or your CD biennial report page.*

What is Conservation Technical Assistance?

IMAGINE...

...warehouses around the state overflowing with merchandise. Orders are pouring in and phones are ringing—but there's no one to answer or deliver products.

CTA IS THE DIFFERENCE BETWEEN...

...your constituents having access to local conservation expertise. OR ...your constituents being waitlisted & bounced around in search natural resource help.

...state natural resource funding being invested in & driven by your community. OR ...funding being absorbed into one-size-fits-all approaches, disconnected from local needs.

...your community seeing the health of local natural resources improve. OR ...seeing natural resources degrade due to lack of capacity to deliver conservation services.

STATE FUNDING FOR CTA ISN'T KEEPING UP WITH DEMAND

We're leaving people and critical natural resource issues underserved. Conservation districts are bottlenecked by:

- Increased demand from agency referrals.
- Increased demand from community members for more services.
- Increased demand from the state to deliver more programs & projects.
- Increased demand from educators for place-based & career-connected learning opportunities.

DON'T PUT WASHINGTON'S CONSERVATION ON HOLD

Fund CTA for local experts delivering common-sense conservation for your community.

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Download and use the CTA one-pager

Scan me:



Direct link: bit.ly/cta-25

VISIT THE WACD HUB FOR MORE 2025 ADVOCACY MATERIALS!

wadistricts.us/wacd/member-services/#advocacy2025