Postcard Campaign Users Guide

Greetings, conservation districts – Last year, WACD launched a coordinated outreach campaign consisting of one-pagers designed to educate legislators on who and what CDs are and the importance of CTA funding. We are following up on that work this year with the development of a postcard campaign designed to highlight the importance and need for Forest Health and Community Wildfire Resiliency and Conservation Technical Assistance funding. WACD called for volunteers from conservation districts across the state to sit on a focus group to help our consultant, KR Creative Strategies, develop the postcards.

Why postcards? – Legislators want to hear from their constituents. The landowners who are directly impacted in their communities.

How do we use the postcards? – The postcards come in two forms. The first is meant to be printed so landowners can write handwritten notes on it. Please collect these postcards and distribute them to your legislators (Note – the more postcards, the greater the impact). The second version allows you to type in testimonials you receive electronically so that you can digitally print the postcard to use in social media posts, or you can email them to your legislators.

Can we personalize the postcards? – Yes, the back of each postcard has room for you to add your own CD's information, logo, etc.

What software was used to develop the postcards? – The postcards were developed in CANVA. If you do not have CANVA, you can download a free version here. The free version allows you to personalize the back of the postcard templates, add testimonials, etc. You can order printed postcards directly from CANVA or save digital versions to your computer.

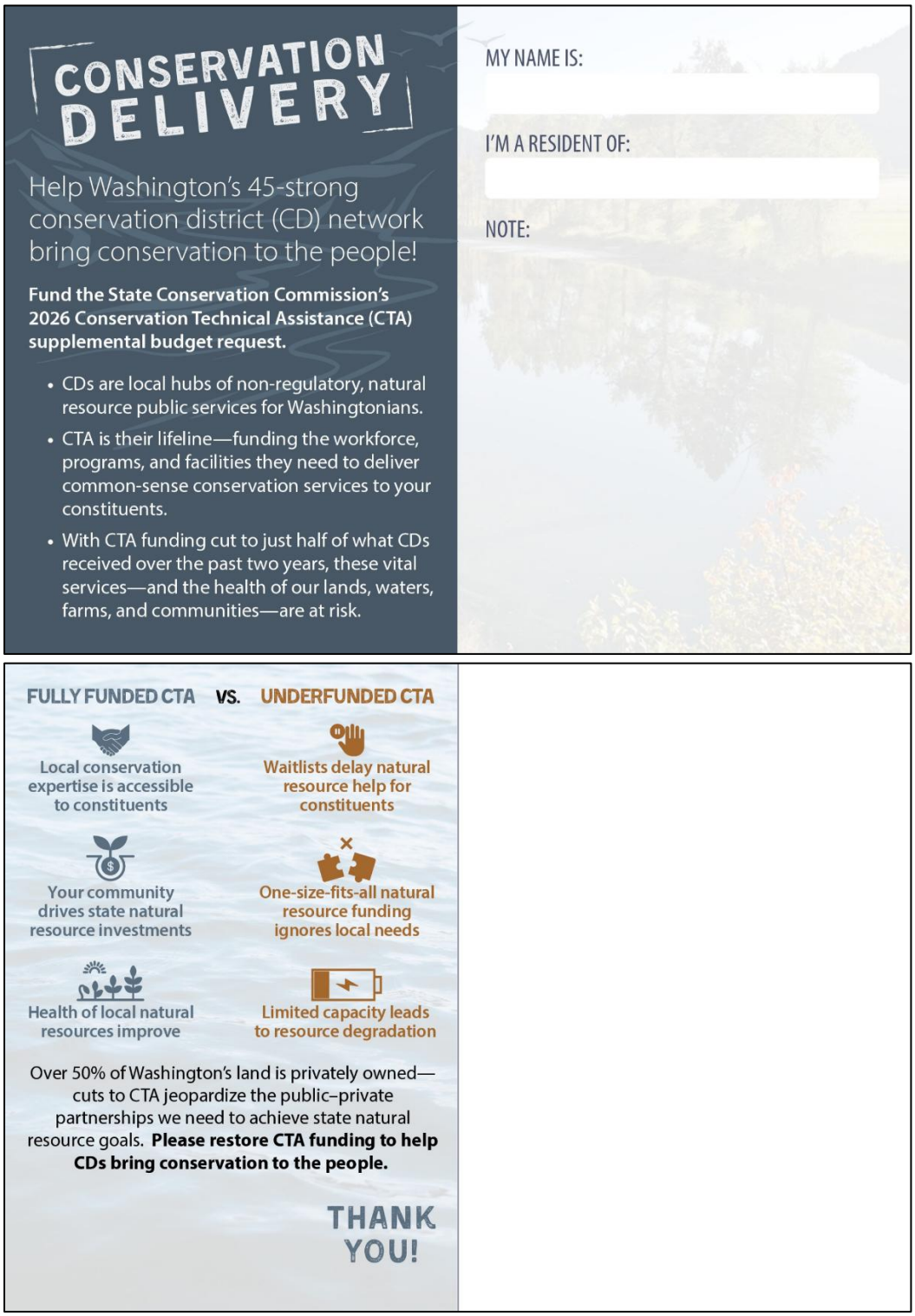
I don't have time to learn a new software program. 😟 – No problem, send Heather your logo and any additional information you want, and she can add it.

I would like printed versions of the postcards, but my district does not have the budget to print them. – Thanks to the generous support of some CDs, WACD has been able to set aside funds to help with printing costs (subject to availability at the time of the request).

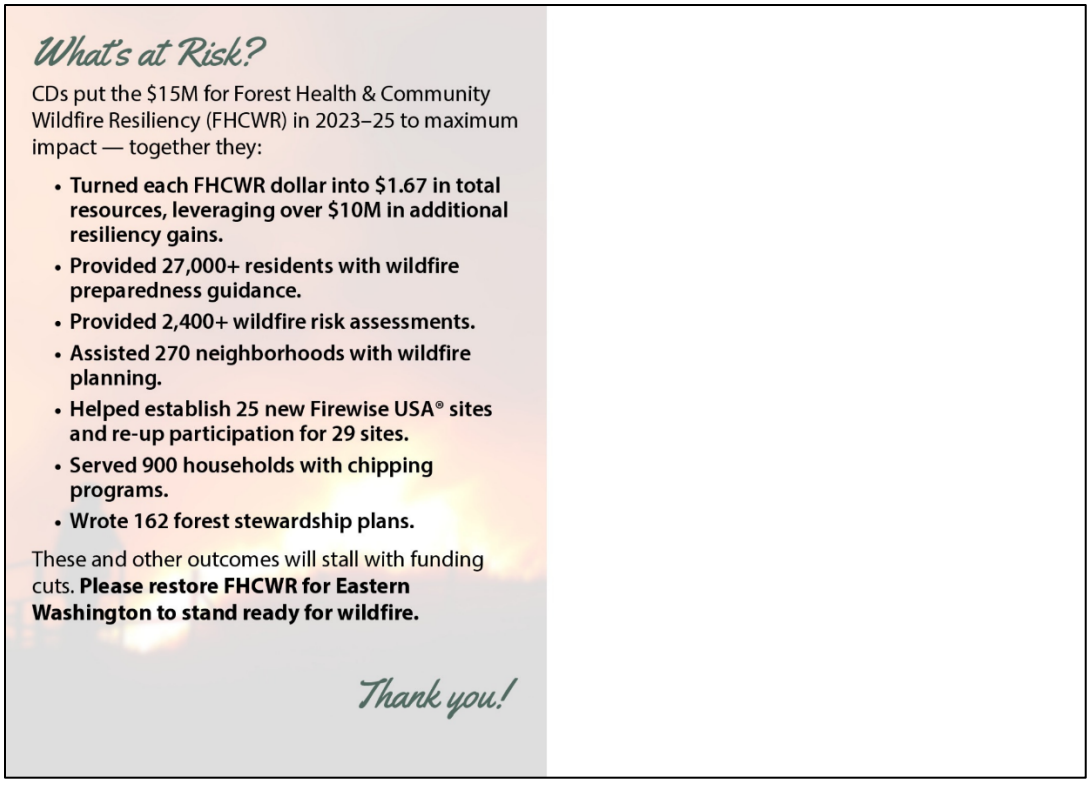
You keep mentioning producer testimonials. Can you give us an example? – Absolutely, here is an example from Clark CD, "Clark CD's Forester, Ryan, was so knowledgeable and really helped us understand how things I thought would be a fire hazard weren't, and how

things I never would have thought [would be a fire hazard] were!" - Dave Nutter, HIZ participant"

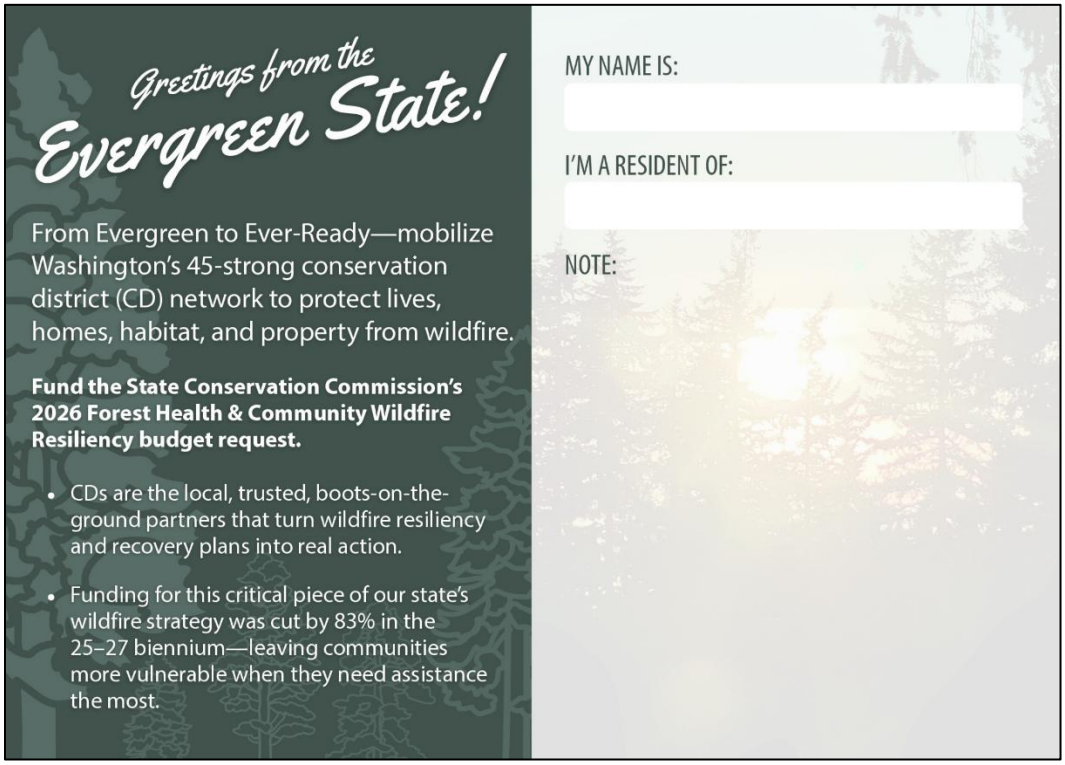
What does the CTA Postcard look like?



What does the EW Forest Health Postcard look like? (this one is more EW focused / areas with little to no trees)



What does the Evergreen State Forest Health Postcard look like? (this one is more WW focused / areas with trees, aka Evergreen State)



Okay, I am ready to get started! –

When you click on the links below, be sure to **SAVE Your Version in CANVA under a new Name**. For Example, instead of **WACD_CTA_postcard,** save the file as **YOURCD_CTA_Postcard**.

Each of the three postcard templates includes two versions, one for entering the constituent message digitally and one for handwriting the constituent message.

- **INSTRUCTIONS** - to use each template are included in the Notes section of each page in Canva. On the next page is a brief overview, provided by KR Creative Strategies.

- **FHCWR POSTCARDS**:
  - Evergreen State: Digital Note | Handwritten Note
  - Eastern WA: Digital Note | Handwritten Note

- **CTA POSTCARD**: Digital Note | Handwritten Note