

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?

<div><h2>CONSERVATION DELIVERY</h2><p>Help Washington's 45-strong conservation district (CD) network bring conservation to the people!</p><p>Fund the State Conservation Commission's 2026 Conservation Technical Assistance (CTA) supplemental budget request.</p><ul style="list-style-type: none">• CDs are local hubs of non-regulatory, natural resource public services for Washingtonians.• CTA is their lifeline—funding the workforce, programs, and facilities they need to deliver common-sense conservation services to your constituents.• With CTA funding cut to just half of what CDs received over the past two years, these vital services—and the health of our lands, waters, farms, and communities—are at risk.</div>	<div>MY NAME IS: <input type="text"/></div> <div>I'M A RESIDENT OF: <input type="text"/></div> <div>NOTE: <input type="text"/></div>
<div><div>FULLY FUNDED CTA</div><div><p>Local conservation expertise is accessible to constituents</p></div><div><p>Your community drives state natural resource investments</p></div><div><p>Health of local natural resources improve</p></div></div> <div>VS.</div> <div><div>UNDERFUNDED CTA</div><div><p>Waitlists delay natural resource help for constituents</p></div><div><p>One-size-fits-all natural resource funding ignores local needs</p></div><div><p>Limited capacity leads to resource degradation</p></div></div> <div><p>Over 50% of Washington's land is privately owned—cuts to CTA jeopardize the public-private partnerships we need to achieve state natural resource goals. Please restore CTA funding to help CDs bring conservation to the people.</p><p>THANK YOU!</p></div>	

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

<p><i>Greetings from</i> Eastern Washington!</p> <p>From sagebrush to pines, help Eastern Washington stand ready for wildfire—mobilize Washington's 45-strong conservation district (CD) network to protect lives, homes, habitat, and property.</p> <p>Fund the State Conservation Commission's 2026 Forest Health & Community Wildfire Resiliency budget request.</p> <ul style="list-style-type: none">• CDs provide the trusted, continuous capacity communities need to turn wildfire resiliency plans into action.• Funding for this critical piece of our state's wildfire strategy was cut by 83% in the 25–27 biennium—leaving communities more vulnerable when they need assistance the most.	<p>MY NAME IS: <input type="text"/></p> <p>I'M A RESIDENT OF: <input type="text"/></p> <p>NOTE: </p>
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<p><i>What's at Risk?</i></p> <p>CDs put the \$15M for Forest Health & Community Wildfire Resiliency (FHCWR) in 2023–25 to maximum impact — together they:</p> <ul style="list-style-type: none">• Turned each FHCWR dollar into \$1.67 in total resources, leveraging over \$10M in additional resiliency gains.• Provided 27,000+ residents with wildfire preparedness guidance.• Provided 2,400+ wildfire risk assessments.• Assisted 270 neighborhoods with wildfire planning.• Helped establish 25 new Firewise USA® sites and re-up participation for 29 sites.• Served 900 households with chipping programs.• Wrote 162 forest stewardship plans. <p>These and other outcomes will stall with funding cuts. Please restore FHCWR for Eastern Washington to stand ready for wildfire.</p> <p><i>Thank you!</i></p>	
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What does the Evergreen State Forest Health Postcard look like? (this one is more WW focused / areas with trees, aka Evergreen State)

<p><i>Greetings from the</i> Evergreen State!</p> <p>From Evergreen to Ever-Ready—mobilize Washington's 45-strong conservation district (CD) network to protect lives, homes, habitat, and property from wildfire.</p> <p>Fund the State Conservation Commission's 2026 Forest Health & Community Wildfire Resiliency budget request.</p> <ul style="list-style-type: none">• CDs are the local, trusted, boots-on-the-ground partners that turn wildfire resiliency and recovery plans into real action.• Funding for this critical piece of our state's wildfire strategy was cut by 83% in the 25–27 biennium—leaving communities more vulnerable when they need assistance the most.	<p>MY NAME IS: <input type="text"/></p> <p>I'M A RESIDENT OF: <input type="text"/></p> <p>NOTE:</p>
<p><i>What's at Risk?</i></p> <p>CDs put the \$15M for Forest Health & Community Wildfire Resiliency (FHCWR) in 2023–25 to maximum impact — together they:</p> <ul style="list-style-type: none">• Turned each FHCWR dollar into \$1.67 in total resources, leveraging over \$10M in additional resiliency gains.• Provided 27,000+ residents with wildfire preparedness guidance.• Provided 2,400+ wildfire risk assessments.• Assisted 270 neighborhoods with wildfire planning.• Helped establish 25 new Firewise USA® sites and re-up participation for 29 sites.• Served 900 households with chipping programs.• Wrote 162 forest stewardship plans. <p>These and other outcomes will stall with funding cuts. Please restore FHCWR for our Evergreen State to be ever-ready for wildfire.</p> <p><i>Thank you!</i></p>	

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](#)

CD Postcard Instructions

1

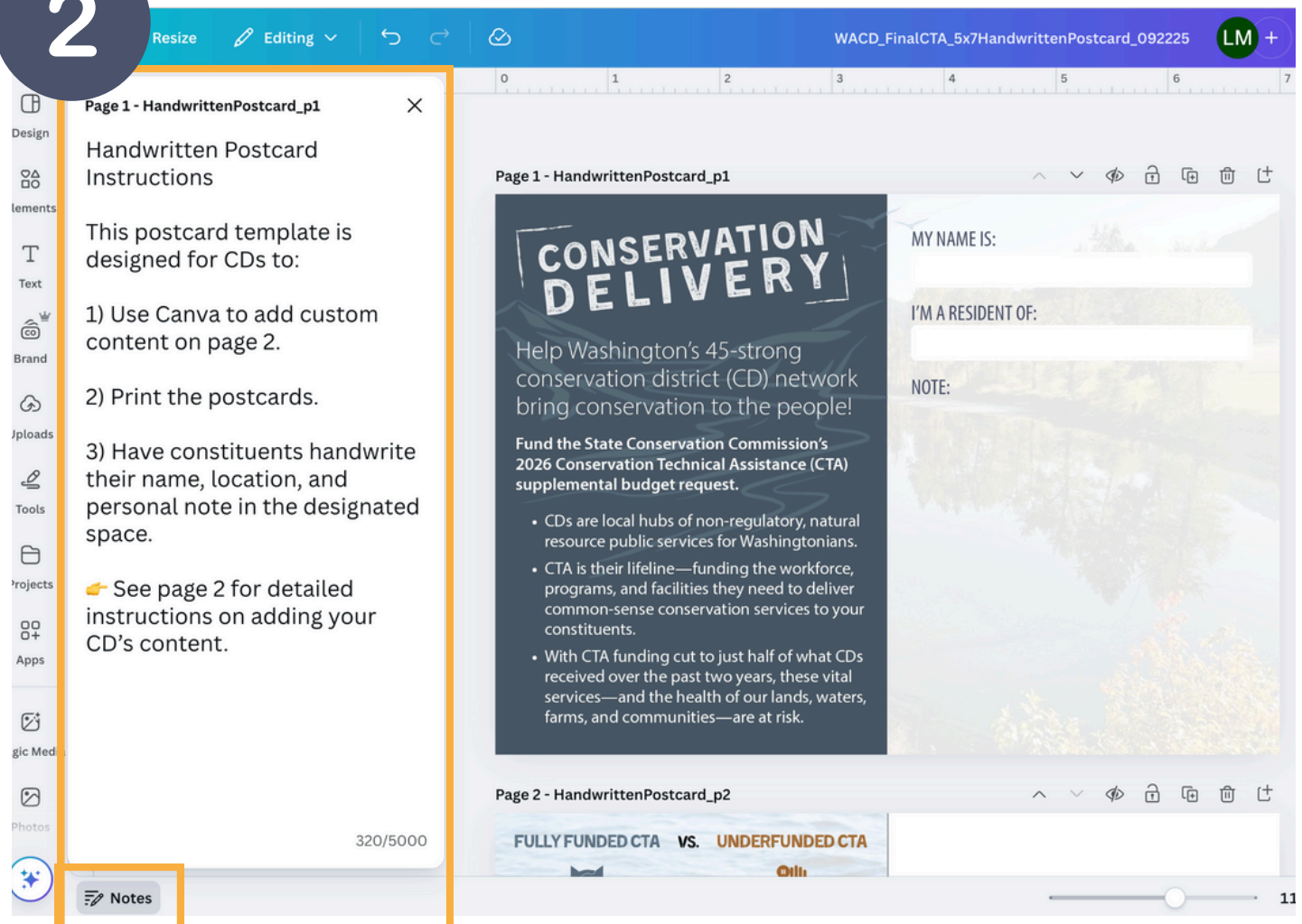
Choose which postcard template you want to use:

- Digital Version – Fully customizable in Canva. All content, including the constituent note, is filled out digitally.
- Handwritten Version – Page 2 can be customized digitally, but the constituent note is left blank to be handwritten.

Additionally, there are two Forest Health & Community Wildfire Resiliency postcard variations to match your audience:

- Westside/Evergreen State theme, OR
- Eastern Washington theme

2



Open Notes (lower left) to view template instructions for each page.

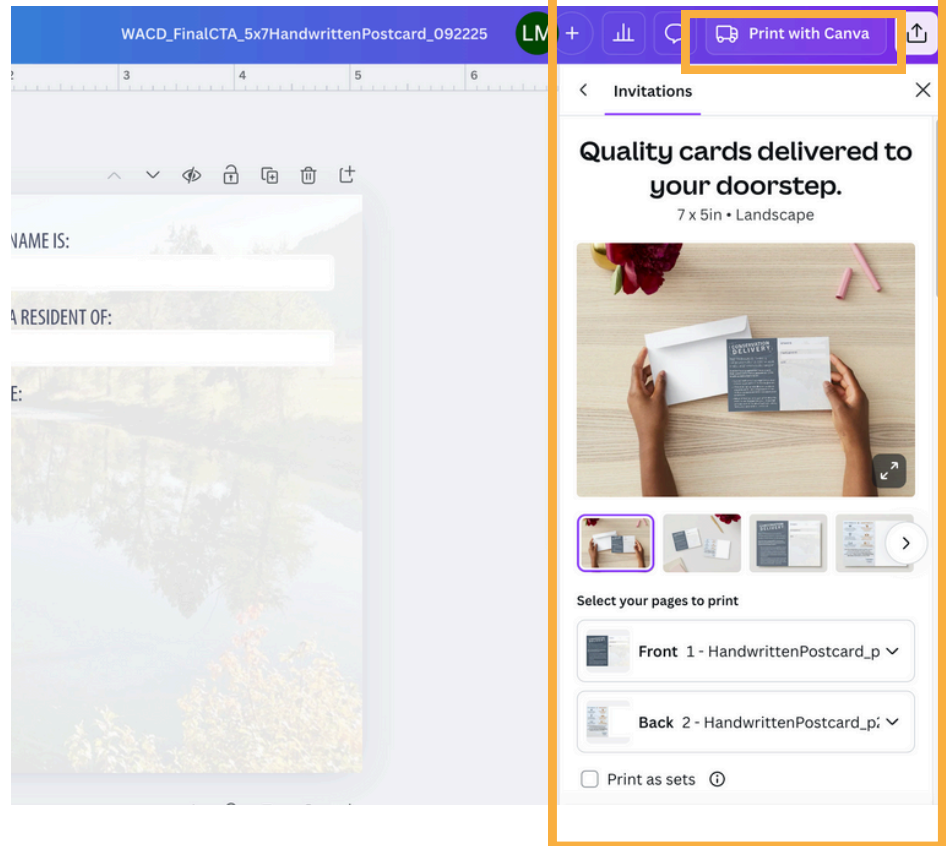
3

If printing...

When done, select “Print with Canva” (upper right). Make sure both pages are selected to print. Select Premium paper, Matte finish, Square corners.



Ensure the ‘Include envelopes with my order’ box is **unchecked**.



3

If using digitally...

When done, select Share button (upper right). Choose your digital file type (PNG recommended) and click “download.”

