

Communication Webinar Series for Conservation Districts

How do we get more participation at our programs? How can we effectively reach our target audiences and the general public? NEW! How do we get more voluntary conservation projects on the ground? Find out answers to these questions and more during these webinars.

Dates & Times

- ✓ Space is limited to 15 participants per series.
- ✓ Registration is free, but required.
- ✓ Click here to register for these webinars:
<https://tinyurl.com/webinars2018>
- ✓ Information on how to access the webinars will be emailed to registrants.
- ✓ Contact Shannon Wehinger at swehinger@pacd.org with questions.

Water Words that Work

Trainings: February 20, 22, 27 from 9:00-10:30am

More Than a Message

Trainings: March 6, 13, 15 from 9:00-10:30am

Perfect Outreach Projects

Trainings: March 20, 22, 23 from 9:00-10:30am

Cutting the Deal with Rural Landowners Group 1

Trainings: February 7, 9, 14 from 9:00-10:30am

Cutting the Deal with Rural Landowners Group 2

Trainings: March 27, 29, and April 3 from 9:00-10:30am

Cutting the Deal with Rural Landowners Group 3

Training: April 10, 12, 17 from 9:00-10:30am

Cutting the Deal with Rural Landowners Group 4

Trainings: May 1, 3, 8 from 9:00-10:30am



WEBINAR DESCRIPTIONS:

Water Words That Work

Make a splash with your words and pictures! Relearn the language that everyday citizens use and become more confident and successful with your outreach. This course provides unique insights into what words and pictures turn your audience on, and off.

Part 1. The Perils of Preaching to the Choir. You will discover how to spot the signs of "preaching to the choir" and recognize when you are sending messages that miss the mark or antagonize your audience.

Part 2. The Environmental Message Method, Steps 1-4. You will learn a proven step-by-step method to translate professional-caliber information into messages for the general public.

Part 3. The Environmental Message Method, Steps 5 and 6. You will discover techniques for getting others to vouch for you, and you will learn how to scientifically measure how easy or difficult your writing is to read.

More Than a Message

Even the most compelling messages won't deliver themselves! This course explores modern outreach concepts such as market research, targeting, delivery, and engagement. You will learn how to give upper management and funders the "measurable results" they are demanding!

Part 1. What Happens to Your Message Once it's Out There? You will discover how to predict the number of people who will notice your message, and how to measure their response.

Part 2. Ready, Aim, Fire! or Ready, Fire, Aim? You will explore the basics of target audience research and how to choose among print, online, media, and face-to-face delivery.

Part 3. Plan Your Work, Work Your Plan. You will dive deep into successful and unsuccessful outreach case studies, and learn to mimic the best practices and avoid rookie mistakes.

Perfect Outreach Projects

On time, on budget, on message. That's easier said than done. This course explores common outreach project pitfalls and how to manage them. You will also learn how to assemble your team and coax more cooperation from team members.

Part 1. Constructive (and Productive) Teams. We will study the hilarious example of the worst outreach project ever. You will learn what that team did wrong, and how you can avoid the same fate yourself.

Part 2. "Role" Up Your Sleeves. Don't do it all yourself! You will learn where to find team members who have skills you don't, and how to get the most out of them.

Part 3. Chickens and Eggs. Overwhelmed by deadlines? There's a cure for that. You will get tips for breaking big projects into manageable pieces so you can get it all done.

NEW! Closing the Deal with Rural Landowners

Learn the tricks of the trade that top "ag whisperers" use to get voluntary conservation projects on the ground. If you need more landowners to take you up on your offer, this course is for you!

Part 1: Landowners and Their Perspective. We explore the demographics of rural landowners, and their perspective on voluntary conservation programs. You will learn to spot the telltale signs that a landowner might be receptive to your offer.

Part 2: Negotiations, Start to Finish. In this session, we learn how "ag whisperers" cultivate their personal reputation among landowners, and help them reach a decision to pursue a conservation measure on their property.

Part 3: Persistence Pays -- and So Does Organization. In this session, we explore how top "ag whisperers" stay in front of their prospects (and keep upper management off their backs, too).

