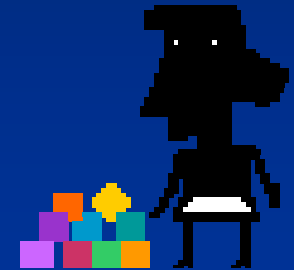


BUILDING A DISTRICT IDENTITY



What is a district identity?
Why is it important?



Conservation District Identity

- District identity is simply when a district is definitively recognizable or known as the local leader in protection and conservation of our natural resources.
- A strong identity is the key to accomplishing the mission of the conservation district.



Building an Identity

- Building an identity is a lot like climbing a mountain - one step at a time. You need to start small!
- Your district can take many small steps and actions that can help build a strong district identity. Many of following steps don't cost much but will go a long way to building a strong identity.



PUBLIC VISIBILITY

- If someone dials your district phone number, does the district manager answer with the name of your conservation district?
- When a caller hears the directory of agencies when calling the NRCS office, is the name of your district listed?



District Building Sign

- Does your district have a sign on the building?



- Do landowners, communities, counties and other organizations know that your district exists as a totally separate organization from NRCS?

Other Important Signs

- Does your district have road signs at the boundaries of the district?
- Does your district have signs posted on projects completed with cooperating ranches and farms throughout the district?
- Does your district have signs posted on district projects completed throughout the district such as Living Snow Fences?



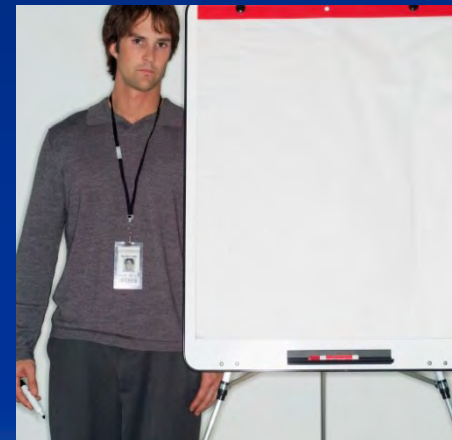
County Commissioners

- Does your district have a representative who attends the county commission meetings?
- Does your county, as required by state statute, submit a complete preliminary subdivision plan to your conservation district board for explicit review and recommendations regarding soil suitability, floodwater problems, and watershed protection?



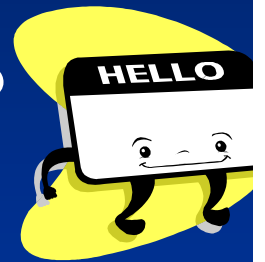
District Employees

- Do your cooperators/landowners know District Conservation technicians (formerly Farm Bill Technicians) are district employees?
- Do your district employees wear name badges or articles of clothing identifying them as district employees?
- Do your district employees distribute business cards identifying them as District employees?



Supervisors

- Do your district supervisors wear name badges or articles of clothing identifying them as district supervisors?



- Do your supervisors have business cards to distribute identifying them as District supervisors?



Newsletters and Local Publicity

- Does your district distribute a newsletter to not only landowners but also organizations agencies, and local/state/federal elected officials?
- Does your district submit articles to the local newspapers on a regular basis?



Small Steps to Climb Big Mountains

- Building an identity begins with small steps and activities that can bring “BIG” benefits to your conservation district.
- Start your journey today with just some of the ideas in this presentation & enjoy the walk!!

