

# Unifying Outreach Across Alabama's Conservation Districts



ALABAMA  
SOIL & WATER  
CONSERVATION  
DISTRICTS



# Alabama Soil and Water Conservation Districts



## Improved Communication

- Often hear....“We don’t do a very good job of telling our story or letting people know who we are or what we do.”
- In Alabama, that frustration was the catalyst for trying something new.



## District-Focused

- Shifted emphasis to positioning districts as the “front door” for conservation in Alabama.
- Rebranding “Alabama Soil and Water Conservation Districts”
- Goal: Strengthen the visibility and credibility of the districts while creating unified messaging across the state.



## Ready to Use

I’ll share how we built a district-focused campaign using Canva templates and outreach kits to equip districts with cohesive, ready-to-use messaging.

# Challenges

1.

## **Capacity**

DACs wear many hats, and some may not be strong communicators or may view communication as a lower priority among their daily responsibilities.

2.

## **Resources**

Districts face challenges due to limited tools and expertise.

3.

## **Cohesive Messaging**

Statewide messaging lacked consistency, making it harder to build a unified identity.

# CANVA

---

**One successful strategy for tackling these challenges was leveraging a simple but powerful tool: Canva**

- Canva is an online graphic design platform.
- It allows people to create a wide range of visual content: Social media posts, Presentations, Flyers, Annual Reports, and more.
- It offers thousands of pre-made templates, stock images, fonts, icons, and design elements.
- No advanced design skills are needed.
- Exceptional platform for collaboration, design sharing and maintaining brand identity across all team-created content.



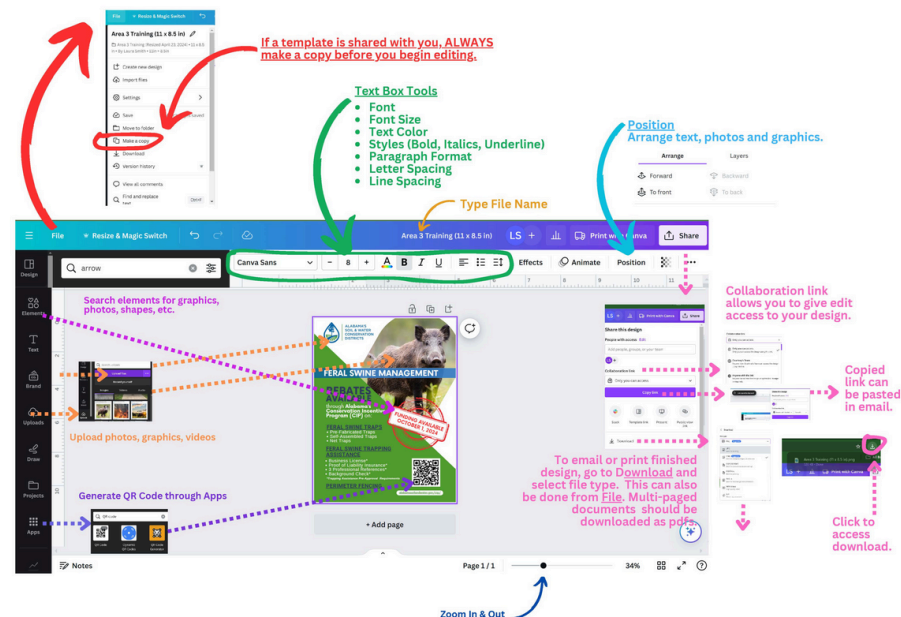


## Partnering with Association

- AACD Canva Team established with association and state agency staff
- Nonprofit eligibility (via AACD's 501(c)(3) status) gave access to Canva's Nonprofit Team
- Benefit: 50 FREE Canva Pro accounts (application required)
- Offered to districts starting April 2024 and reached full 50 accounts by June 2025
- Expansion: Additional Canva Teams account created for districts (\$100/year per member, 3-member minimum)

# Roll Out

- 8 Trainings Throughout the State
- Provided Tips and Tricks Guides
- Some hand-holding/individual help, but rare





# Custom Materials

Since August 2023, we've produced ready-to-use messaging:



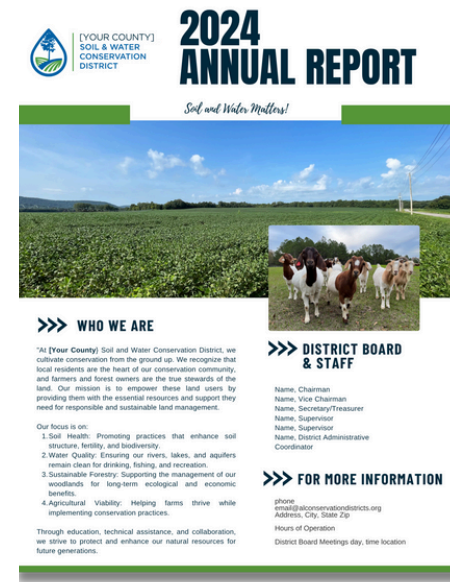
## Customizable Templates

Social media posts, event notices, and flyers promoting our Conservation Incentive Program (state cost-share)



## Generic Templates

For non-Canva users: Generic templates branded with the Alabama Soil and Water Conservation Districts logo and a QR code linking to our district directory on the website.



## Annual Report

A plug-and-play 4-page annual report template—districts just swap in their data and photos.



## Outreach Kits

Example:  
Alabama Irrigation Initiative (Middle Alabama River) Kit included press release, watershed map, producer questionnaire, social media posts and flyer.

# Templates in Use

## LOCAL WORKING GROUP MEETING



**Attention Farmers, Ranchers, Landowners,  
and Natural Resources Partner Agencies.**

We invite you to participate in our **Local Working Group** meeting to help identify and prioritize resource concerns and guide future conservation efforts. Your insights will directly inform local work plans and funding priorities.

**20 JUNE, 2025 | 7:00 PM**

Steet, City, AL 00000

For More Information  
**county@alswcd.org**



1:39 5G 72%

← Lauderdale County Conse... Message Us Q

4 4

 **Lauderdale County Conservation District** •••  
Aug 12 •

### LOCAL WORKING GROUP MEETING

**Attention Farmers, Ranchers,  
Landowners, & Natural Resources  
Partner Organizations & Agencies**

The Lauderdale County Soil & Water Conservation District invites you to participate in our Local Working Group meeting to help identify & prioritize resource concerns & guide future conservation efforts. Your insights will directly inform local work plans & funding priorities. Join & participate in the discussion! We value your critical input!

**SEPTEMBER 16, 2025  
2:30 PM**

Lauderdale County SWCD Conference Room  
2431 Darby Drive  
Florence, Alabama 35630

For more information AND to RSVP, contact  
Martie Behel at:  
**256-764-5833, Ext. 3**  
**lauderdale@alswcd.org**

 U.S. Department of Agriculture  
Natural Resources Conservation Service




👍❤️ Martie Flowers Behel and 8 others

9 3





# Templates In Use


**ALABAMA  
SOIL & WATER  
CONSERVATION  
DISTRICTS**


**ALABAMA CONSERVATION  
INCENTIVE PROGRAM (CIP)**

**REBATES AVAILABLE**  
On Over 35 Conservation Practices


**WATER QUALITY**  
**WATERING FACILITY**  
Pipeline - Livestock  
Heavy Use Area Protection  
Watering Facility  
Water Well  
**FENCING**  
Fence  
Access Control  
**ANIMAL MORTALITY**  
Animal Mortality Facility  
Composter  
Roofs and Covers  
Waste Storage Facility  
**HERD HEALTH**  
Corral  
Feed Trough  
Squeeze Chute (for Corral)  
**IRRIGATION WATER MANAGEMENT**  
Irrigation - Pipeline  
Irrigation System - Micro-irrigation - Plasticulture  
Irrigation System - Sprinkler - Traveling Gun  
Irrigation Water Management

**FORESTRY**  
**FORESTRY IMPROVEMENT**  
Brush Management  
Heavy Use Area Protection  
Firebreak  
Site Preparation  
Tree and Shrub Planting  
Forest Stand Improvement


**EROSION CONTROL**  
**SOIL HEALTH**  
Herbaceous Weed Control  
Forage and Biomass Planting  
Nutrient Management  
Soil Amendment  
Soil Test  
Conservation Tillage  
Cover Crop  
**EROSION MANAGEMENT**  
Contour Buffer Strips  
Critical Area Planting  
Diversion  
Grade Stabilization Structure  
Grass Waterway  
Stream Crossing  
Terrace  
Underground Outlet  
Water & Sediment Control Basin  
**DRONE**  
Spray Pesticide  
Spray Herbicide  
Pasture Planting  
Cover Crops

**WILDLIFE**  
**FERAL SWINE MANAGEMENT**  
Pre-Fabricated Feral Swine Trap  
Self-Assembled Feral Swine Trap  
Net-Feral Swine Trap  
Trapping Assistance  
Exclusion Fencing for Feral Swine (Electric)

For more information, visit  
[www.AlabamaSoilandWater.gov/cip](http://www.AlabamaSoilandWater.gov/cip)


**Walker County Conservation District**  
2h •


We are taking applications for CIP 2026. Please email Stacy Williams at [walker@alswcd.org](mailto:walker@alswcd.org) if you are interested in applying for any of these practices or have any questions.


**WALKER  
COUNTY  
CONSERVATION  
DISTRICT**


**ALABAMA CONSERVATION  
INCENTIVE PROGRAM (CIP)**

**REBATES AVAILABLE**  
On Over 35 Conservation Practices

**WATER QUALITY**  
**WATERING FACILITY**  
Pipeline - Livestock  
Heavy Use Area Protection  
Watering Facility  
Water Well  
**FENCING**  
Fence  
Access Control  
**ANIMAL MORTALITY**  
Animal Mortality Facility  
Composter  
Roofs and Covers  
Waste Storage Facility  
**HERD HEALTH**  
Corral  
Feed Trough  
Squeeze Chute (for Corral)  
**IRRIGATION WATER MANAGEMENT**  
Irrigation - Pipeline  
Irrigation System - Micro-irrigation - Plasticulture  
Irrigation System - Sprinkler - Traveling Gun  
Irrigation Water Management


**FORESTRY**  
**FORESTRY IMPROVEMENT**  
Brush Management  
Heavy Use Area Protection  
Firebreak  
Site Preparation  
Tree and Shrub Planting  
Forest Stand Improvement


**EROSION CONTROL**  
**SOIL HEALTH**  
Herbaceous Weed Control  
Forage and Biomass Planting  
Nutrient Management  
Soil Amendment  
Soil Test  
Conservation Tillage  
Cover Crop  
**EROSION MANAGEMENT**  
Contour Buffer Strips  
Critical Area Planting  
Diversion  
Grade Stabilization Structure  
Grass Waterway  
Stream Crossing  
Terrace  
Underground Outlet  
Water & Sediment Control Basin  
**DRONE**  
Spray Pesticide  
Spray Herbicide  
Pasture Planting  
Cover Crops

**WILDLIFE**  
**FERAL SWINE MANAGEMENT**  
Pre-Fabricated Feral Swine Trap  
Self-Assembled Feral Swine Trap  
Net-Feral Swine Trap  
Trapping Assistance  
Exclusion Fencing for Feral Swine (Electric)

For more information, email Stacy Williams at [walker@alswcd.org](mailto:walker@alswcd.org)

MESSANGER  
**Walker County Conservation District**  
Government organization

 SEND MESSAGE

**Crenshaw County Conservation District**  
43m •

While the FEDERAL OFFICES ARE CLOSED, we're still working for YOU! 🙌


🌿 🐾 🌧️ Rebates are available on over 35 conservation practices – from water quality to forestry, erosion control, and wildlife management.

📧 Get your applications in NOW:  
[crenshaw@alconservationdistricts.org](mailto:crenshaw@alconservationdistricts.org)

📞 Or call: (251) 379-2730


Don't miss out on these conservation incentives!


**#Conservation #AlabamaSoilandWater #CIP**


**ALABAMA  
SOIL & WATER  
CONSERVATION  
DISTRICTS**

**ALABAMA CONSERVATION  
INCENTIVE PROGRAM (CIP)**

**REBATES AVAILABLE**  
On Over 35 Conservation Practices

**WATER QUALITY**  
**WATERING FACILITY**  
Pipeline - Livestock  
Heavy Use Area Protection  
Watering Facility  
Water Well  
**FENCING**  
Fence  
Access Control  
**ANIMAL MORTALITY**  
Animal Mortality Facility  
Composter  
Roofs and Covers  
Waste Storage Facility  
**HERD HEALTH**  
Corral  
Feed Trough  
Squeeze Chute (for Corral)  
**IRRIGATION WATER MANAGEMENT**  
Irrigation - Pipeline  
Irrigation System - Micro-irrigation - Plasticulture  
Irrigation System - Sprinkler - Traveling Gun  
Irrigation Water Management

**FORESTRY**  
**FORESTRY IMPROVEMENT**  
Brush Management  
Heavy Use Area Protection  
Firebreak  
Site Preparation  
Tree and Shrub Planting  
Forest Stand Improvement

**EROSION CONTROL**  
**SOIL HEALTH**  
Herbaceous Weed Control  
Forage and Biomass Planting  
Nutrient Management  
Soil Amendment  
Soil Test  
Conservation Tillage  
Cover Crop  
**EROSION MANAGEMENT**  
Contour Buffer Strips  
Critical Area Planting

# Results and Impact

1.

## **Adoption Stats**

Today, 63% of our 67 districts (that's 42 teams) have active Canva Pro accounts—a testament to the tool's accessibility and our efforts to encourage adoption.

2.

## **Shift in Content Creation**

Districts are now producing original, tailored content instead of recycling generic shares. This has boosted engagement, with more cohesive branding.

3.

## **Broader Benefits**

DAC confidence in outreach and communications; easier collaboration between districts and state office; and a measurable uptick in outreach and landowner engagement.



## ALABAMA SOIL & WATER CONSERVATION COMMITTEE

## Take Away

- Leveraging a tool like Canva turns communication challenges into district empowerment—driving cohesive, local-first messaging.
- Make training available as needed.
- Work with your state association to unlock 50 free Pro accounts.

### *Questions?*

Laura Smith

Communications and Public Relations Manager

334-746-0300

[laura.smith@swcc.alabama.gov](mailto:laura.smith@swcc.alabama.gov)

[www.AlabamaSoilandWater.gov](http://www.AlabamaSoilandWater.gov)