

Ever wish you had a 30-second description of conservation districts in your back pocket? Use this “starter” elevator pitch and word bank to deliver a concise, impactful answer the next time someone asks, “So, what’s a conservation district?” Remember — the following are just suggestions. You know best how to tailor language to your specific audience/community.



## Elevator Pitch

Conservation districts of Washington State partner with private landowners — who own over 50 percent of the land in our state — to

WHAT

voluntarily take action to keep our air, water, and soil healthy. They’re community-based hubs of natural resource expertise and funding led and

WHAT

WHY

WHO

HOW

staffed by locals who understand the needs of landscapes and fellow community members that they serve.

HOW

WHAT

## Conservation District Word Bank

*(words you can use to modify the “who-what-why-how” language in the elevator pitch above and/or use in other CD communication materials)*

WHO (words to describe CDs)	WHAT (CD role)	WHY (CD purpose)	HOW (CD approach)
Partner of choice	Connect	Current and future generations	Build/foster relationships
Conduit	Facilitate	Legacy	Listen
Nexus	Empower	Health (people, farms, resources)	Respect/Empathy
Bridge	Enable	Quality of life	Work:
Pathway	Lead	Betterment of community	<ul style="list-style-type: none"> <li>• In tandem/in step</li> <li>• Neighbor-to-neighbor</li> <li>• Farmer-to-farmer</li> <li>• Peer-to-peer</li> </ul>
Champion	Invite	Enjoyment of all	
Trusted/Trustworthy	Promote	Sustainable future	Offer solutions and services that are:
Responsive	Help/assist	Statewide stewardship	<ul style="list-style-type: none"> <li>• Viable</li> <li>• Flexible</li> <li>• Balanced</li> <li>• Customized</li> <li>• Multi-benefit/“win-win”</li> <li>• Cooperative/collaborative</li> </ul>
Credible	Collaborate	Protect livelihood	
Helpful	Support	Achieve goals	Share:
Safe		Property improvements	<ul style="list-style-type: none"> <li>• Options</li> <li>• Information</li> <li>• Expertise</li> <li>• Education</li> </ul>
Approachable		Efficient operations/farms	
Caring		Local/Washington-grown food	Make conservation affordable
		Viable agriculture/farms	Make people part of the solution