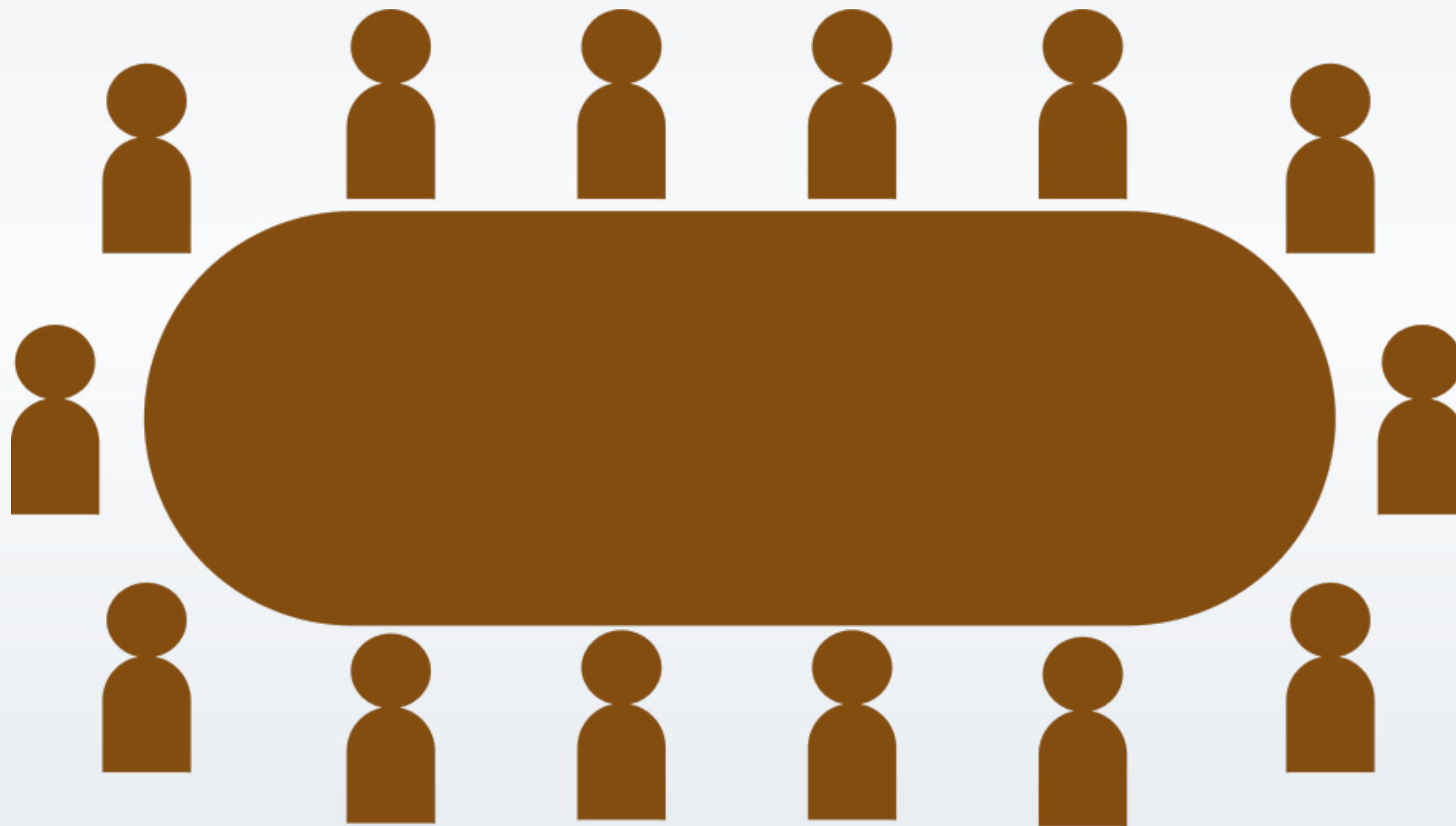


Elections “Conservation Week”: Time and Cost Estimate

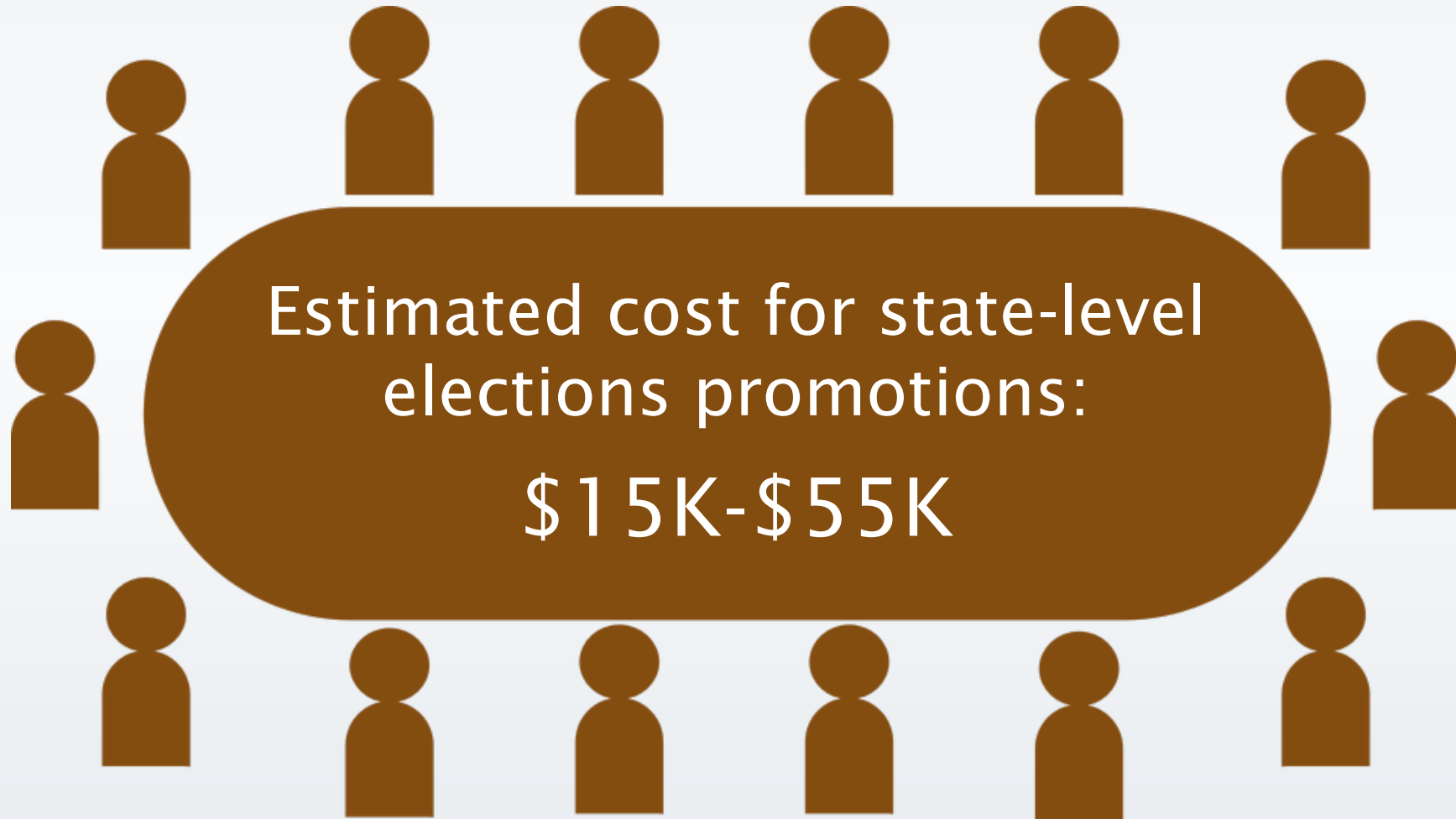


Laura Johnson
SCC Communications Manager
December 3, 2020

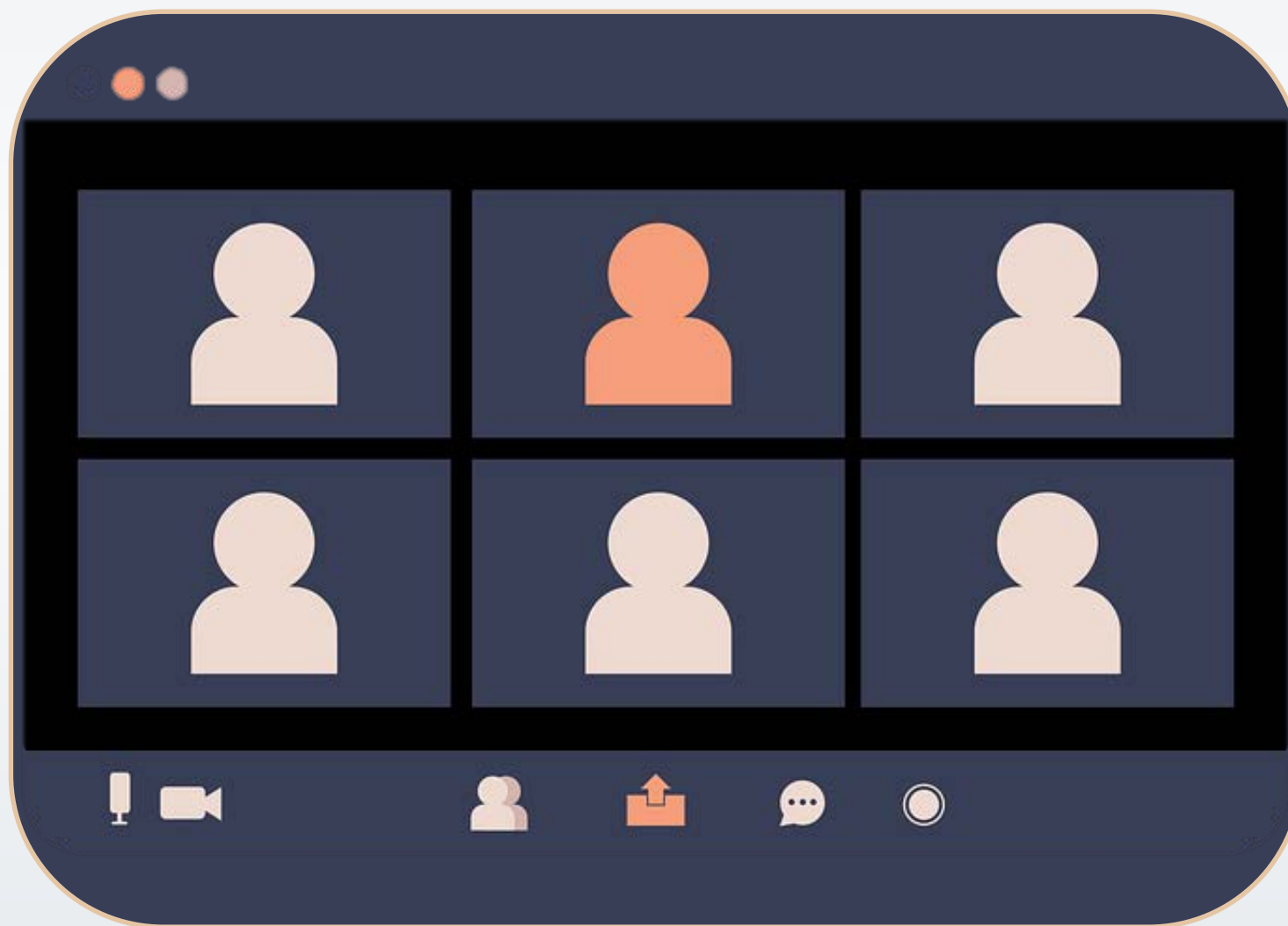
2019



2019



2020



Est. Time and Cost to Promote “Conservation Week”

	Internally run		Run w/ help from contractor	
	Staff hrs	Cost	Staff hrs	Cost
Campaign Platform Development <ul style="list-style-type: none"> • Campaign plan • Visual branding • Messaging • Accessible web page design (landing page) • Translation services • Partner and community outreach plan • Digital/social media design • Template design/CD resources • Project coordination 	286	\$4,500	205	\$14,100
Promotions <ul style="list-style-type: none"> • Conservation Week declaration • Public radio advertising (KNKX, NWPB, KDNA) • Social media • Media release • Partner announcements 	78	\$12,800	78	\$12,800
ESTIMATED TOTAL	364 hrs	\$17,300	283 hrs	\$26,900

**Statewide reach using
multiple platforms**

Awareness of CDs and CD services

How to handle potential increase in voter turnout?

15-20% FTE



Thank you!

Contact:

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CONSERVATION DISTRICTS
OF WASHINGTON STATE

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