



National Association of
Conservation Districts

State Association Executive Directors Advocacy Training

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National Association of Conservation
Districts



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On Deck Today

- Civics 101 Refresher
- Effective Hill and In-District Meetings
- NACD's Policy Setting Process
- NACD Policy Priorities Overview
- Q & A



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Civics 101 Refresher



Source: [Andrew Bossi](#)



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Branches of Government



Legislative

- Makes the laws
- Creates the budget and funds the government



Executive

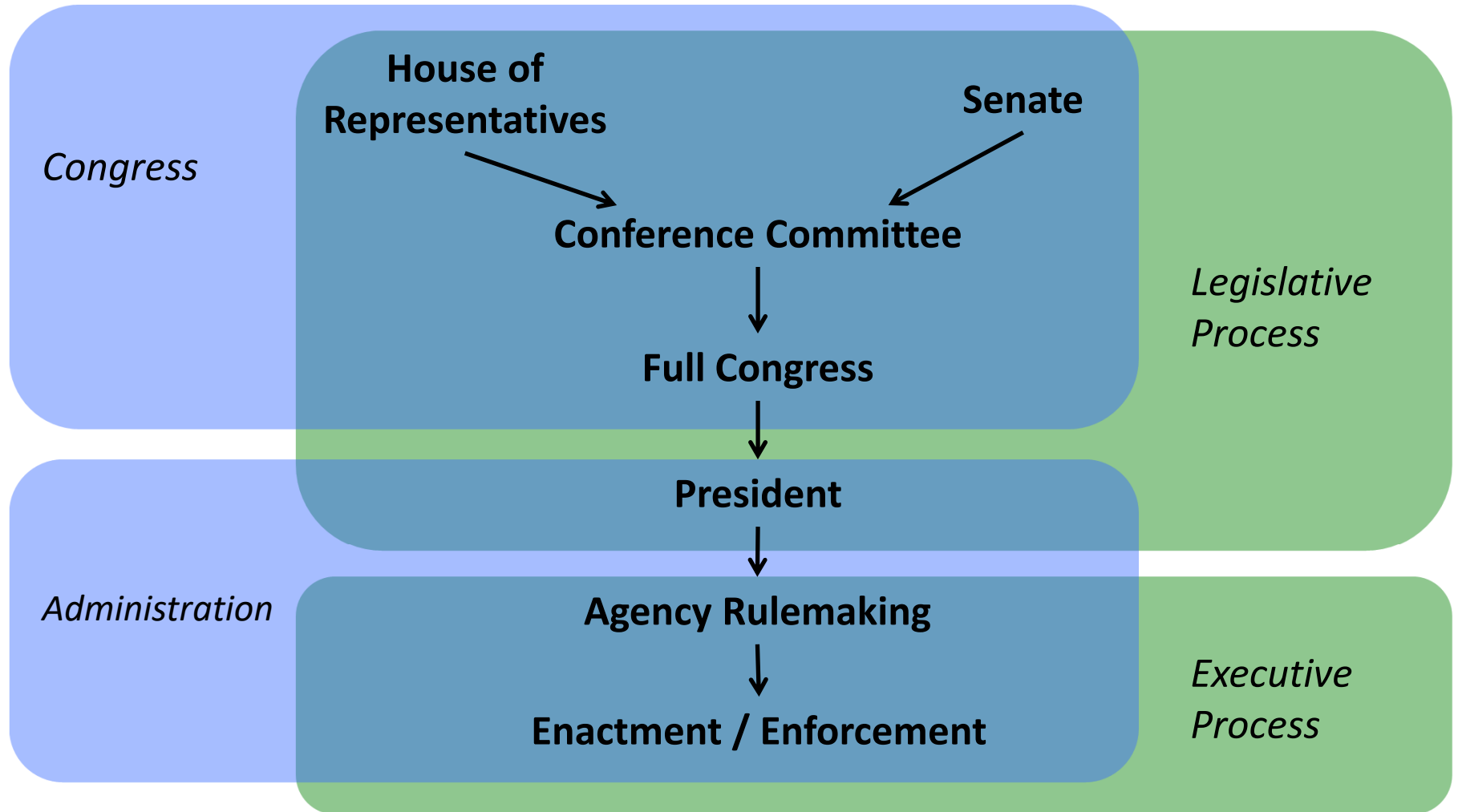
- Carries out the laws
- Writes regulations

Also the Judicial Branch!



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Policy Making Process

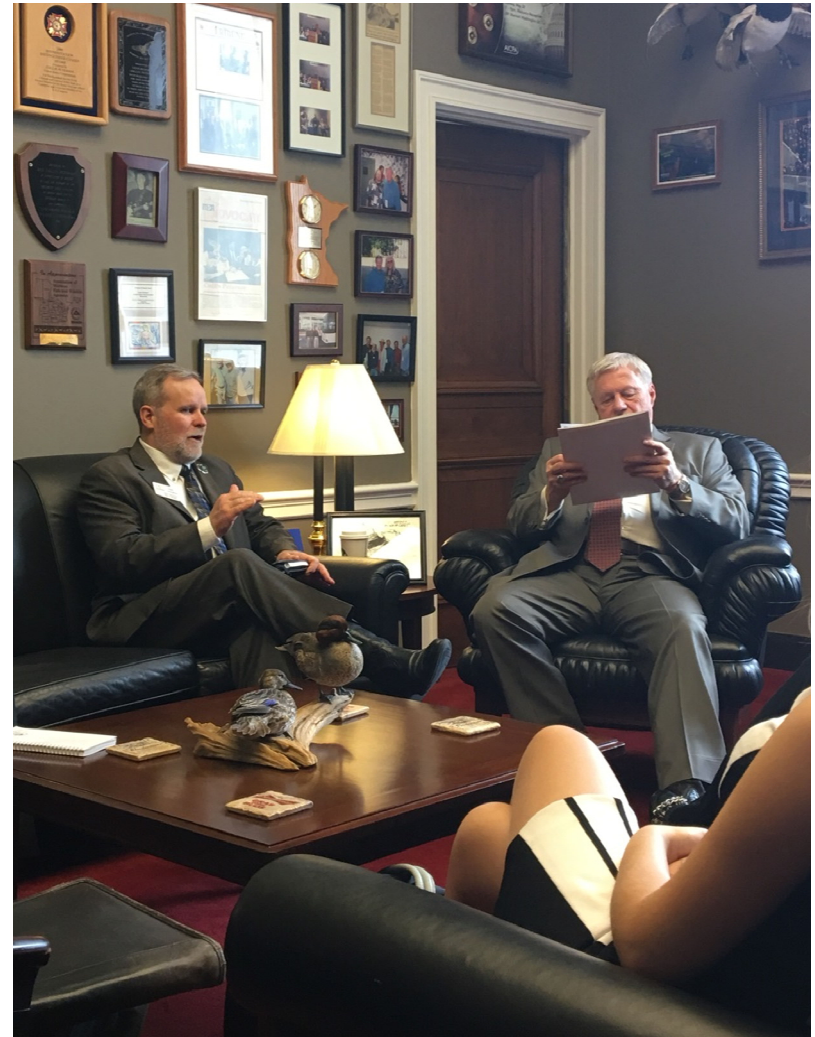




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Appropriations

- The annual budgeting and funding cycle
 - The Budget – How much money Congress can spend each year
 - Appropriations – How Congress decides what to spend money on
- Right now, we are under a Continuing Resolution, or short-term extension of prior year funding





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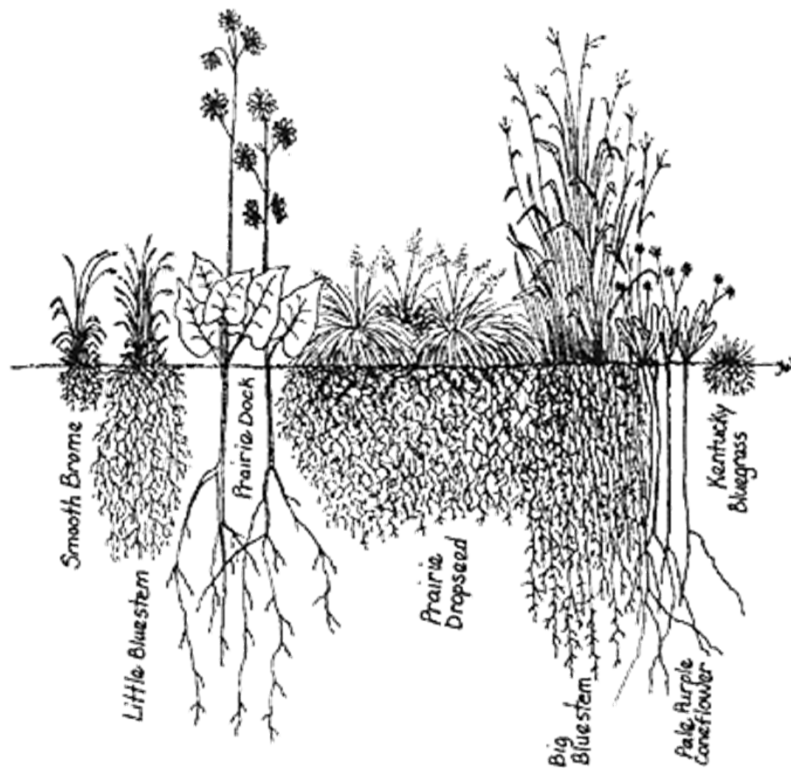
Effective Hill and In-District Meetings





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Grassroots and Grass Tops



- Grassroots Advocacy is about mobilization
- Grass Tops Advocacy is about relationships



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Preparing for Meetings

- Know the Issues
- Plan Out Your Message
 - What local examples drive home your message?
- Make a Game Plan
 - Who will lead the meeting?
 - Who is in charge of what?
 - What materials do you need?



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Conducting Meetings

- Arrive on Time
 - Five minutes early is ideal
- Stay Focused
- Have a Relevant Ask Ready
- Be Respectful
 - Whether you like the politician or not mattered during the election, not now
 - They want you – the voter – to like them
- Don't Lie



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Engagement Opportunities



- Meetings and Tours
- Invites to **EVERYTHING**
- Awards
- NACD Fly-In



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Key Elements

Effective advocacy is:

- Making your voice heard
- Telling your story
- Building relationships with decision makers and their staff





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NACD Policy Setting Process





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Overview

- NACD's advocacy is guided by our Policy Book
- Policy resolutions are considered at our Annual Meeting by the Board of Directors
- Resolutions are general submitted by a state for consideration
- After passage, NACD's Committees work to implement the policy as needed
- Annual priorities approved each winter



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NACD Policy Priorities





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Appropriations

Program	FY 2019 Final	FY2020 Final	FY2021 Request
Conservation Operations	\$819.5 million	\$829.6 million	\$840 million
Watershed Operations	\$150 million	\$175 million	\$200 million
Watershed Rehabilitation	\$10 million	\$10 million	\$75 million
State and Private Forestry	\$335.5 million	\$34 million	\$347 million
319 Nonpoint Source	\$170.9 million	\$172.3 million	\$173.7 million

And No Cuts to Farm Bill Conservation
Program Funding



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Other Issues

- Farm Bill Implementation
- NRCS Staffing and Technical Assistance
- Endangered Species Act Modernization
- Clean Water Act Implementation
- Invasive Species Management



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