

Dallas County Soil & Water Conservation District

Outreach



The simplest way we have found to reach out to our constituents is through. . .

- Newsletters
- Our webpage
- Articles in the local newspapers and
- Brief ads on the local radio station

The cost of these types of outreach can be supplemented with advertisements paid by local ag businesses, contractors, seed and nursery suppliers, tile suppliers and other conservation minded businesses.

We've also partnered with local business to help sponsor

- Conservation signs



To support the Envirothon

- With free food and testing locations



We worked with the city, local business, and a group of volunteers to install this city rain garden.



We've partnered with local organizations



RACCOON RIVER WATERSHED ASSOCIATION



Iowa Cattlemen's Association



To sponsor educational meeting.



and to solicit grants and donations for

- Part-time district employees
- County contractors' meetings
- Conservation tours and
- Special projects



But as you all know

Outreach and education is expensive!

Newsletters are \$1,000 an issue without sponsored ads

Dallas
District
Digest

Published by the Dallas Soil & Water Conservation District
April 2008



- HELPING PEOPLE HELP THE LAND -

The Dallas Soil and Water Conservation District and the
Natural Resources Conservation Service

A Website costs you \$165 a year.
- more -
to have someone design it and keep it updated

Conservation Awards

Plaques and cash donations.



County Fair Activities

- Supplies and rental costs



Scholarships



Meeting refreshments

everyone knows more people show up when you have food



As a board you need to

- Be willing to ask for donations
- Ask for volunteers
- Submit grant applications
- Run some kind of money making business
- Sell something
- Or rent something

In 2002 our district purchased a no-till native grass drill



- The extra money brought in through this endeavor has enabled us to do so much more.
- Contributions from others are more easily obtained when you are willing and able to match those contributions

In 2008 we completed a 10 year project on a conservation education park



This is our pride and joy

- This is what we did to make it happen:

- The Prairie
- WE . .
- Partnered with the County Conservation Department to seed the prairie
 - Convinced the City of Adel to mow the area around the prairie
 - Requested crushed brick for the trail from the local brickyard plant
 - Applied and received a local grant to install plant identification signs

This is our Prairie



- The Wetland
- WE . .
- Enlisted a local boy scout troop to dig a pool area near the stream
 - Requested wetland plants from the county conservation department
 - Asked a volunteer to plant the vegetation
 - The District purchased a park bench and sign to enhance the area

This is our Wetland



The Arboretum

WE . .

- Applied and received a grant from Trees Forever for the trees
- Requested mulch from the city. They also water the trees regularly and mow
- Applied and received a local grant for tree identification signs
- Received cement from local plant to install signs

This is our Arboretum



The Picnic Shelter

- Partnered with the local brickyard who donated the bricks and the brick layer to build the shelter and supply more crushed brick for the floor area.
- The city collects the trash and mows
- The district purchased a picnic table, a park bench, a bike rack, and a trash receptacle.
- Our 4 major players purchased signs for their organization to place on the walls of the shelter along with another plaque inside to thank other contributors to the whole project

This is our picnic area



2009 SWCD Board Members



- Standing L to R
Ron Storm
Dan Golightly
Ray Harden
- Seated L to R
Sam Spellman
Doug Volz