



National Association of
Conservation Districts

National Association of Conservation Districts Strategic Plan

2020-2022

ABBREVIATED WITH IMPLEMENTATION STEPS

Goal A. Strengthen membership and participation through engagement and education

3. Support participation by intergenerational, underserved and emerging membership populations

3.1 Identify underserved and emerging populations not currently served

3.1.1 Create a task force/work group to identify meaningful ways to engage with identified underserved and emerging populations and organizations that represent them

3.1.2 Identify organizations to partner with that represent underserved and emerging populations

3.1.3 Highlight underserved and emerging populations at NACD's national meetings

3.2 Grow and sustain program opportunities

3.2.1 Partner with identified organizations to help amplify the voices of underserved and emerging populations creating awareness and engagement opportunities for members

3.2.2 Create an annual campaign to incorporate partners and highlight underserved and emerging populations

Goal D. Enhance organization's recognition

2. Develop strategies to connect with emerging, underrepresented and/or underserved audiences (such as minorities, tribes, veterans, new/beginning farmers)

2.1 Identify outreach opportunities/events and audiences

2.1.1. Identify events and audiences

2.1.2. Create audience-specific messaging

2.1.3. Create/identify opportunities for members of underserved communities to contribute to NACD

2.2 Explore alternate and emerging communications strategies

2.2.1. Develop and implement mobile app strategy

2.2.2. Conduct live polling 'listening session' webinar

2.2.3. Evaluate engagement

