



NACD SOIL HEALTH CHAMPIONS NETWORK

October 2014-September 2017

Participating Entities' Roles



BACKGROUND

NACD, in partnership with Datu Research, is working on a three-year Conservation Innovation Grant project to promote soil health. Through the project, NACD seeks to increase visibility of farmers' current soil health efforts and significantly increase the number of acres nationwide that are managed for soil health.

The Soil Health Champions Network is being organized by NACD in cooperation with state/territory associations and local districts. NACD's goal is to recruit 150 farmers, ranchers, woodland managers, and other landowners—from every region of the country—who are conducting outreach efforts for soil health in their communities in cooperation with their local conservation district.

The primary goal of the Network is to raise awareness of and increase the adoption of soil health systems by farmers and other landowners.

NACD ROLE

NACD, as the project lead, provides overall coordination including design, promotion, information-sharing and report compilations for grantor.

- ✓ Working through state associations, confirm and brief Champion candidates and their local districts
- ✓ Promote the Champions and local districts through national publications and NACD website
- ✓ Develop materials for use in communicating throughout the Network
- ✓ Organize regional and national presentations and where appropriate, assist local presentations
- ✓ Report on Champions' local efforts to showcase practices that show promise in a variety of local conditions
- ✓ Provide networking opportunities for Network members for growth and further learning

STATE ASSOCIATION ROLE

- ✓ Promote the Network opportunity to their state's districts and encourage participation
- ✓ Recommend interested and qualified individuals whose local district is willing to provide support by submitting Champion's and district's name and contact information to NACD Field Rep
- ✓ Support the selected candidate(s) throughout the project in any ways deemed appropriate within current activities and available resources

LOCAL DISTRICT ROLE

- ✓ Identify and recruit local landowner(s)/land manager(s) currently practicing soil health management
- ✓ Submit the individual's name and contact information along with District contact person to state association
- ✓ Within current activities and available resources, provide support to Champion(s) with the outreach efforts, such as including articles in District newsletter and online sources, organizing field days and demonstrations, sharing stories with the media and other creative ways of advocating for soil health
- ✓ Help Champion(s) prepare a report for NACD on outreach efforts (types of activities, number of people reached) twice a year (March and September)

SOIL HEALTH CHAMPION ROLE

The Soil Health Champions is the focal point of the Network, whose sole role is to share his/her soil health activities with others, in whatever manner works best for them. The following are types of activities that can be conducted, often in cooperation with the local district. The methods of outreach are limited only by the Champion's time, resources and imagination.

- ✓ Build peer-to-peer relationships through calls, coffee shops and more – conducting one-on-one conversations
- ✓ Host field days and demonstrations
- ✓ Speak or deliver presentations at public events
- ✓ Share their story with various media outlets - print, broadcast, and social media (Facebook, Twitter, Instagram, YouTube, Podcasts, etc.)
- ✓ Provide information or examples of what they have found works to key stakeholders

In addition, Champions are asked to

- ✓ Provide feedback and recommendations to NACD and members of the national Network
- ✓ Provide reports to NACD on outreach efforts (types of activities, number of people reached) twice a year (March and September)

THANK YOU

NACD extends a deep and sincere appreciation to all who are supporting and participating in this initiative. We hope these activities are already being incorporated into your current conservation work and would not cost you additional time and/or resources. By working together, NACD will raise the visibility of your contributions to soil health nationwide. Thank you!

NACD SOIL HEALTH CHAMPIONS NETWORK TEAM LEADER

Beth Mason

NACD-Indiana

317-946-4463

beth-mason@nacdnet.org

**“What we do today,
right now, will have an
accumulated effect on
all of our tomorrows.”**

~Alexandra Stoddard