



Michigan Association of Conservation Districts

10 Great Reasons to be a Member

1. **MACD is Your Voice in Lansing and Washington, D.C.**

MACD advocates on your behalf with legislators, state and federal agencies, partners and advocacy groups. We represent your interests and advocate for you, your programs and natural resource conservation issues; providing a strong presence in Lansing and Washington that builds partnerships and understanding that grows into opportunity and programs for Districts.

MACD is a member of the Forest Stewardship Advisory Committee, MAEAP Advisory Council and MAEAP TA Leadership Team, Conservation Coalition, Michigan Natural Shoreline Partnership Committee, and the USDA-NRCS Technical Committee. Member Conservation District staff members sit on additional state-level committees on behalf of MACD, including Farm Bill program subgroups and the Michigan Pheasant Restoration Program Committee. At the federal level, the MACD President represents the interests of Michigan Conservation Districts as an active member on the National Association of Conservation Districts Board of Directors.

2. **MACD is Locally Directed**

MACD is a grassroots driven organization. The State Council, committees and task forces are made up of local Conservation District board members and appointed staff whose voices shape the work of MACD.

Legislative activities and decisions of support or opposition are based on the organizational policies adopted by our Conservation District members. Every member Conservation District has the opportunity to participate in the policy development process by bringing forward issues and concerns important to the conservation of Michigan's natural resources. Policy proposals formulated at the local and regional levels are addressed at the MACD Annual Meeting where members vote on resolutions that define policy and direct state level activities. Resolutions with national implications are then forwarded to the National Association of Conservation Districts for deliberation and approval.

3. **MACD Business Insurance Program Provides Savings and Tailored Coverage**

The MACD Business Insurance Program available to all members provides significant savings of up to 50%. Providing a full complement of coverage options, the MACD Insurance Program is specifically designed to meet the needs of Conservation Districts. With over a 10 year history, the MACD Business Insurance Program provider has experience and understanding of the specific needs and concerns of Michigan Conservation Districts and is ready to personally assist Conservation Districts with creating the best coverage for the best price.

4. **QuickBooks Assistance Program Provides Valuable Advice and Assistance**

The QuickBooks Assistance Program provides Conservation Districts with customized QuickBooks training and consultations, in addition to providing a discounted consultation rate for in-depth assistance needs. Uniquely qualified in providing assistance tailored to the needs of Michigan Conservation Districts, our QuickBooks Assistance Program provider, Barry Associates, stands ready to provide your Conservation District with training and assistance.

5. MACD Communications Program Keep Directors and Staff Informed

MACD provides regular communications to directors and staff through emails, e-newsletters, Facebook and the MACD website. MACD keeps members in the loop with legislative updates, event details, advocacy efforts, program updates, MDARD program communications, and partner information. MACD provides an electronic communications platform, which includes email addresses, listservs, and discussion groups to facilitate communication between Conservation Districts and partners.

6. MACD Grant Assistance and Support

Members of MACD are eligible to utilize MACD as a pass-through organization for grants requiring nonprofit status. MACD members have successfully secured thousands of dollars in grants and donations to support and expand their programs. Successful grants and donations from community, corporate and national foundations have been made possible through MACD.

7. MACD Events Provide Education and Networking Opportunities

Members can attend MACD's events at a reduced rate. MACD provides quality educational and networking events to the Conservation District community, including the Summer Conference, the Fall Convention, the annual District Manager Retreat and webinars. These events provide a chance to learn best practices, gather new ideas, develop skills and connect with fellow Conservation District board and staff members from across the state. Summer region meetings are also scheduled to provide Districts with the opportunity to come together locally to networks and discuss issues of importance.

8. MACD Member Services

Have a question, need assistance? MACD is available to help members on issues from basic board processes to working with your county commissioners. MACD is available to answer your questions and provide assistance on a broad range of business and conservation program topics, including:

- Strategic planning
- Board member training
- Presentation assistance
- Policy development
- Legislative assistance with local issues
- Website development
- Job posting services

9. MACD Marketing and Branding Program

MACD provides public outreach, marketing and branding tools and a robust web presence. Components of this program include: professional marketing and branding tools, press releases and articles highlighting the work of Districts, blog and Facebook posts sharing District highlights and events, job posting services, and tree sale promotion through www.michigantrees.org website and tree sale advertising.

10. Michigan Envirothon

A program of MACD, Michigan Envirothon a statewide environmental education program for high school students, provides hands-on natural resource education in a team-based format, focusing on using the outdoors as a classroom. Local teams of up to five students and one alternate utilize resource materials and resource professionals to gain knowledge and understanding of agriculture, aquatic ecology, energy, forestry, soils/geology, wildlife, and a current environmental issue that changes every year. Conservation Districts take the lead locally by promoting the program to local high schools, FFA and 4-H groups, providing team advisors or resource professionals, and hosting teams.