



Michigan Association of Conservation Districts

Member Benefit Descriptions

MACD is a grassroots driven organization made up of Conservation District board members and appointed staff whose voices shape the work of MACD.

Managed by the State Council, MACD is member-driven, with activities and decisions based on the organizational policies adopted by Conservation District members. Member Conservation Districts have 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 Assembly Meeting where members vote on resolutions that define policy and direct state level activities. Resolutions with national implications are forwarded to the National Association of Conservation Districts for deliberation and approval.

The below list describes the many outstanding benefits available to members of MACD. Three levels of membership are available, with some member benefits limited to higher levels of membership.

MACD Legislative Advocacy Campaign

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 to build partnerships and understanding that grows into opportunity and programs for Conservation Districts.

The MACD Executive Council, with professional legislative council and support by the Legislative Committee and Workgroup, leads legislative advocacy activities that include direct legislative communication with legislators and the administration in addition to legislative committee engagement and testimony to promote the role and purpose of Michigan Conservation Districts.

The role of the Legislative Committee is to monitor bills of interest and developing position statements based on MACD policy to assure your interests are represented and protected. The MACD Workgroup guides advocacy activities, including legislative outreach and promotional events and provides advocacy guidance to member Conservation Districts.

MACD Outreach Program

The MACD Outreach Program shares the work of Michigan Conservation Districts through social media and statewide media organizations. The MACD Facebook, Twitter and Instagram accounts regularly post information about Conservation Districts and the many benefits and programs they provide. Articles that highlight Conservation Districts and their programs are posted to the MACD Blog and shared through news media outlets and conservation-related media sources including Michigan Farmer, Michigan Outdoors, and Woods-N-Water News.

MACD Business Insurance Program

MACD and program partner Fischer Insurance Agency have provided a comprehensive, customizable insurance program for member Conservation Districts since 1998. The Business Insurance Program offers:

- Complete insurance coverage at competitive rates (20-30% savings)
- Insurance that accommodates the unique activities specific to Conservation Districts
- A program that supports the work of Conservation Districts
- Available to Gold, Silver and Bronze Level Members

Human Resource Assistance Program

The MACD Human Resource Assistance Program provides valuable consultation services to members, with Human Resource professional Kristine Hynes providing consultation and support.

2021 Scope of Service

Provide 15 minutes per year of Human Resource consultation to all member Conservation Districts via telephone, email or text.

Additional consultation beyond 15 minutes is available at the following rates:

- Gold Level Member, \$125 per hour, billed in 30-minute increments
- Silver and Bronze Level Member, \$200 per hour, billed in 30-minute increments

Site visit consultation with board members and managers is available at the above rates. If travel is required, the federal mileage and per diem for meals applies.

Billing for services beyond the 15-minute base will be provided by MACD.

QuickBooks Assistance Program

The MACD QuickBooks Assistance Program provides consultation services for the specialized bookkeeping needs of Michigan Conservation Districts through Barry Associates, Inc.

2021 Scope of Service

Provide 30 minutes per year of QuickBooks consultation to all member Conservation Districts via telephone and email.

Additional consultation beyond 30 minutes is available at the following rates:

- Gold Level Members \$65 per hour
- Silver and Bronze Level Members, \$125 per hour

Site visit consultations and training is available at the following rates:

- Gold Level Members \$65 per hour*
- Silver and Bronze Level Members, \$125 per hour*

*Hourly service rate includes hotel and meals. Additional charges to include mileage and ½ of travel time. Billing for service beyond the 30-minute base will be provided by Barry Associates.

MACD Reforestation/Tree Sale Statewide Marketing Program

Print, social media and web-based advertising is provided to promote Conservation District reforestation and native plant programs is provided to beginning with spring fundraising sales.

- This benefit is limited to Gold and Silver Level Members.

Marketing and Branding Tools

Branding is essential for building recognition of Conservation Districts across the state. MACD provides a logo and marketing tools that are customizable to build recognition for your work locally, while maintaining the common brand of Michigan Conservation Districts.

A.M. Leonard Group Buying Power

The [A.M. Leonard Horticultural Tools and Supply Company](#) partners with MACD to provide group discount pricing to members. With a dedicated agent, A.M. Leonard provides great service and pricing for reforestation sales and habitat projects. Contact MACD to obtain A.M. Leonard customer service contact information.

MACD Events and Member Discounts

Several quality educational and networking events are provided, including the Summer Conference, Fall Convention, District Manager Retreat and Director Workshops. These events provide a chance to learn best practices, gather new ideas, develop skills, and connect with fellow board and staff members from across the state. Region meetings are also held to provide Districts with the opportunity to come together locally to network and discuss issues of importance.

2021 Summer Conference and Fall Convention Registration Discounts

- Gold Level Member Discount: \$40 per person (board and staff)
- Silver Level Member Discount: \$20 per person (board and staff)
- Bronze Level Member Discount: \$10 per person (board and staff)

MACD Association Management System Website, Google for Nonprofits Platform for Member Communications

The new MACD website promotes the work of Conservation Districts in a refreshing new way, while providing a robust and continually evolving “Members Only” section where members manage their member record, post jobs, collaborate within peer communities and find important documents.

The MACD Google for Nonprofits platform provides Conservation Districts with a robust email communications system, which includes Gmail-based email, calendar, an internal Google Drive, 30 GB of storage and GoogleMeet, a valuable virtual meeting system.

To facilitate member communications, MACD utilizes the new WWW.MACD.ORG website, email listservs, e-newsletters and the internal Facebook group for directors and staff. MACD keeps members in the loop with legislative updates, event details, advocacy efforts, program updates, agency communications and partner information.

MACD 501c3 Grant Umbrella

Gold Level Members are eligible to utilize the MACD 501(c)3 status for grants that require nonprofit status. Pre-authorization is necessary, with customized support and authorization for the 501c3 grant umbrella. Districts have been very successful in obtaining grants and donations from community, corporate and national foundations through this membership service.

MACD Member Services

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

- Local leadership support
- Strategic planning
- Board member training
- Policy development
- Legislative assistance with local issues

Michigan Envirothon and Conservation Education

A program of MACD, the Michigan Envirothon is a statewide environmental education program for high school students. Michigan Envirothon 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.

Districts take the lead locally by promoting the program to local high school, home school groups, FFA and 4-H teams, providing team advisers or resource professionals, and hosting teams.

This program also provides Conservation Districts with an outstanding template to build local youth education programs, using the Michigan Envirothon model. To further enhance local education programs, MACD provides certification workshops and assistance to those interested in utilizing conservation curriculums in their education programs.

To learn more about the programs and services available through Michigan Association of Conservation Districts, please contact:

The Michigan Association of Conservation Districts
Office) 517-324-5274

Emails) lori.phalen@macd.org (Through December 31, 2020); macd.admin@macd.org (After January 1, 2021)