



## 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. **With your assistance, MACD successfully secured \$3 million in State Operational Funding for Fiscal Year 2022 and again for Fiscal Year 2023, totaling \$6 million; resulting in \$40,000 per district, each year for a total of \$80,000.**

The MACD Executive Council, with our registered lobbyist 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. In addition, MACD holds an annual Capitol Day in Lansing, where our members are strongly encouraged to attend and meet with their legislators. Moreover, MACD drafts policy advocacy documents and materials to aid MACD members in our collective advocacy efforts.

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 501c3 Grant Umbrella**

Gold and Platinum 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 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 Platinum, Gold, Silver, and Bronze Level Members

## **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.

### **2023 Summer Conference and Fall Convention Registration Discounts**

- Platinum Level Member Discount: \$60 per person (board and district manager)
- Gold Level Member Discount: \$40 per person (board and district manager)
- Silver Level Member Discount: \$20 per person (board and district manager)
- All membership levels allow a free second board member event registrant (and third for Platinum) - excludes meals and overnight expenses.

## **Free Registration for Directors for Virtual Meetings / Webinars**

MACD hosts a variety of virtual webinar-based programming. Registration is free for all membership levels.

## **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.

## **New Custom Video Advertisement**

Many districts in 2022 took advantage of the Platinum Level Custom Video Advertisement produced by Burlly Mermaid Media. It's an excellent "Introductory Message" for use on social media, in presentations, or anywhere else you can use a high-quality intro. video. The length is approximately 2-3 minutes, and the content can be adjusted (within reason) to fit your district's branding. Districts can submit high quality video footage to help highlight and best represent your communities.

## **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. Annually, MACD promotes Stewardship Week in April by collecting materials for our members. In addition, MACD works with the Governor's office for an official proclamation on "Conservation District Day" on July 17<sup>th</sup>.

## **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 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 create manage existing or create new macd.org email addresses, please contact [help@macd.org](mailto:help@macd.org).

To facilitate member communications, MACD utilizes the new [www.macd.org](http://www.macd.org) website, Slack, 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 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 issue

## **MACD Webstore Discount (Platinum Only)**

Platinum CD Members get a 20% discount on all MACD Webstore Purchases, which includes branded materials, custom print orders, and more.

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

The Michigan Association of Conservation Districts

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Emails) [Dan.Moilanen@macd.org](mailto:Dan.Moilanen@macd.org),

Member Services: [help@macd.org](mailto:help@macd.org), [Taylor.Pack@macd.org](mailto:Taylor.Pack@macd.org)