



National Association of  
Conservation Districts

# NACD MARKETPLACE EDUCATION HUB, STEWARDSHIP WEEK AND CONTESTS

## PROGRAM AND WEBSITE NAVIGATION RESOURCE GUIDE



THIS PRESENTATION IS DESIGNED TO EDUCATE AND ASSIST DISTRICT BOARDS, STAFF, OR EDUCATORS IN UNDERSTANDING THE NACD STEWARDSHIP AND EDUCATION PROGRAM, THE CONTESTS AND EXPANDING THEIR OUTREACH PROGRAMS WITHIN THEIR COMMUNITIES. THIS IS NOT INTENDED AS A PRESENTATION FOR STUDENTS.

As technology advances rapidly, navigating our website—which offers a broad array of services for our members—can sometimes feel overwhelming, especially if you’re specifically seeking educational downloads but are not familiar with the necessity of the structure of our site. It's important to remember that these materials are just a small part of the extensive support we provide to conservation districts across the United States.

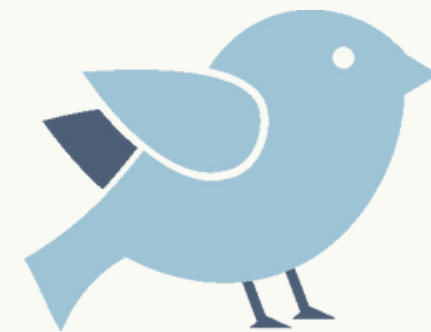
Our site features multiple portals tailored to meet the diverse needs of districts in various regions, reflecting the wide scope of conservation work. While educational resources are valuable, they represent only a fraction of our comprehensive offerings.

We understand that finding specific information can be challenging. To assist you, we have prepared this reference guide to help you navigate our site more easily. If you need additional assistance, please use this guide or contact us by phone or email. Our knowledgeable staff, experienced in conservation district programs, is here to support you and help you find the resources you need.

If you have any questions not covered in the presentation, please feel free to email us at **[stewardship@nacdnet.org](mailto:stewardship@nacdnet.org)** for further assistance.

**This reference guide provides an overview of the NACD Marketplace, Stewardship and Education program, highlighting contests, educational resources that are designed to enhance local district education and outreach.**

**Some information may be repeated regarding common issues. This repetition is intentional to ensure clarity and address frequently asked questions, fostering a thorough understanding of the programs and resources available.**



**You may notice that several slides contain a significant amount of text. We understand this can be tiring, and we all experience weary eyes at times. However, it's important to read and review all the slides, as they are interconnected for optimal website usage.**

**While the presentation is lengthy, it is filled with valuable information and insights.**

# What is NACD

# Marketplace?

# What are the

(we'll jump over to take a look!)

# Benefits?

One stop shop for districts needs.

Trusted partnership for safe purchasing.

# Education Materials

Complete is is a icon with logos, design and more!  
Business to business - branding and discounts for membership levels.

The free education materials, low cost printed, custom assistance.. it's like having your own teacher and designer on staff!

# Navigating the NACD Marketplace

The NACD Marketplace is an online catalog where users can explore and buy a wide range of educational resources, outreach tools, and personalized logo merchandise. Within the Marketplace, you will find complimentary educational downloads, custom-printed materials, and premium custom-branded products such as shirts, jackets, outdoor gear, and so much more!

The screenshot displays the NACD Marketplace website. At the top, there is a blue navigation bar with the NACD logo and the text "National Association of Conservation Districts". To the right of the logo is a search bar. Below the logo, a horizontal menu contains links for "About", "What We Do", "News", "Events", "Get Involved", "Resources", "Who We Are", and "Member Login". A secondary navigation bar below this features "NACD Marketplace" (highlighted in orange), "Donate", "Education Hub", "Marketplace", "NCF", and "Subscribe".

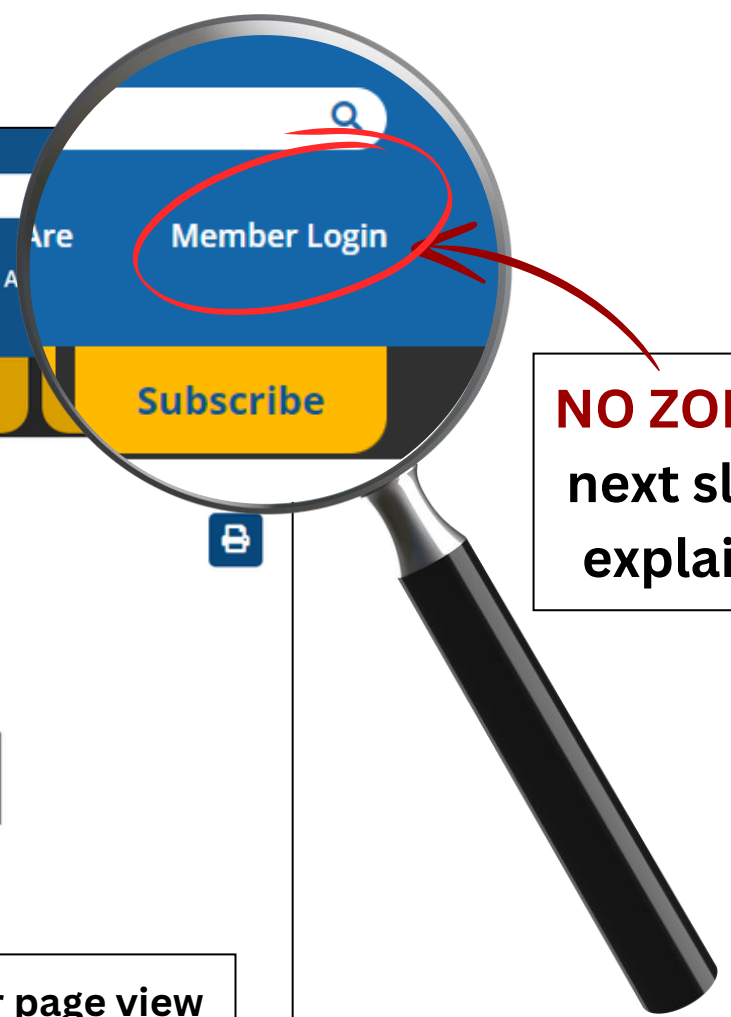
The main content area is titled "NACD MARKETPLACE" and includes a "Sort By" dropdown menu, a "Product Search" field, and a "Categories" list with checkboxes and item counts:

- Accessories (14)
- Apparel (16)
- Awards (36)
- School Supplies (6)
- Free Educational Materials (12)
- Featured (3)
- Books (11)

A "Featured" section is highlighted with a dark grey background. It contains three product cards:

- 2025 - HOME IS WHERE THE HABITAT IS**: \$FREE. The image shows a circular logo with a house and trees.
- 2024 - MAY THE FOREST BE WITH YOU ALWAYS EDUCATION MATERIALS**: \$FREE. The image shows a circular logo with a forest scene.
- MAY THE FOREST BE WITH YOU ALWAYS FORESTRY EDUCATION TOOLKIT**: \$30.00. The image shows a black folder or toolkit.

TO RETURN TO THE MARKETPLACE FROM YOUR CART, SIMPLY CLICK HERE!



**NO ZONE.** The next slide will explain why.

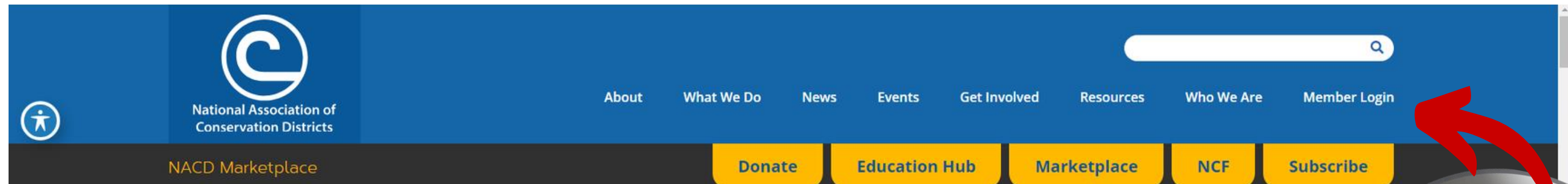
No sorting needed—our marketplace offers a selection of specialty items, so scrolling to find the catalog you need will take just seconds.

You can click on these categories, but it actually will just rearrange your catalogs. As we improve the webpage we will work to find ways to remove this option.

The screenshot shows the NACD Marketplace website. At the top is a dark blue header with the NACD logo and navigation links: About, What We Do, News, Events, Get Involved, Resources, Who We Are. Below this is a secondary navigation bar with buttons for NACD Marketplace, Donate, Education Hub, Marketplace, NCF, and Subscribe. The main content area is titled 'NACD MARKETPLACE' and includes a 'Sort By' dropdown menu, a 'Product Search' field, and a 'Categories' list with checkboxes and item counts: Accessories (14), Apparel (16), Awards (36), School Supplies (6), Free Educational Materials (12), Featured (3), and Books (11). A 'Featured' section displays three items: '2025 - HOME IS WHERE THE HABITAT IS' (FREE), '2024 - MAY THE FOREST BE WITH YOU ALWAYS FORESTRY EDUCATION MATERIALS' (FREE), and 'MAY THE FOREST BE WITH YOU ALWAYS FORESTRY EDUCATION TOOLKIT' (\$30.00). A magnifying glass highlights the 'Member Login' button in the top right. A red circle highlights the grid view icon in the top right of the product area. Red arrows point from text boxes to the 'Sort By' menu, the 'Categories' list, and the grid view icon.

Your page view preferences: I personally prefer a block style!

## MARKETPLACE USERS ARE NOT REQUIRED TO USE THE "MEMBER LOGIN" TAB FOR ACCESS TO MARKETPLACE. YOU WILL BE PROMPTED TO LOG IN AT CHECKOUT.

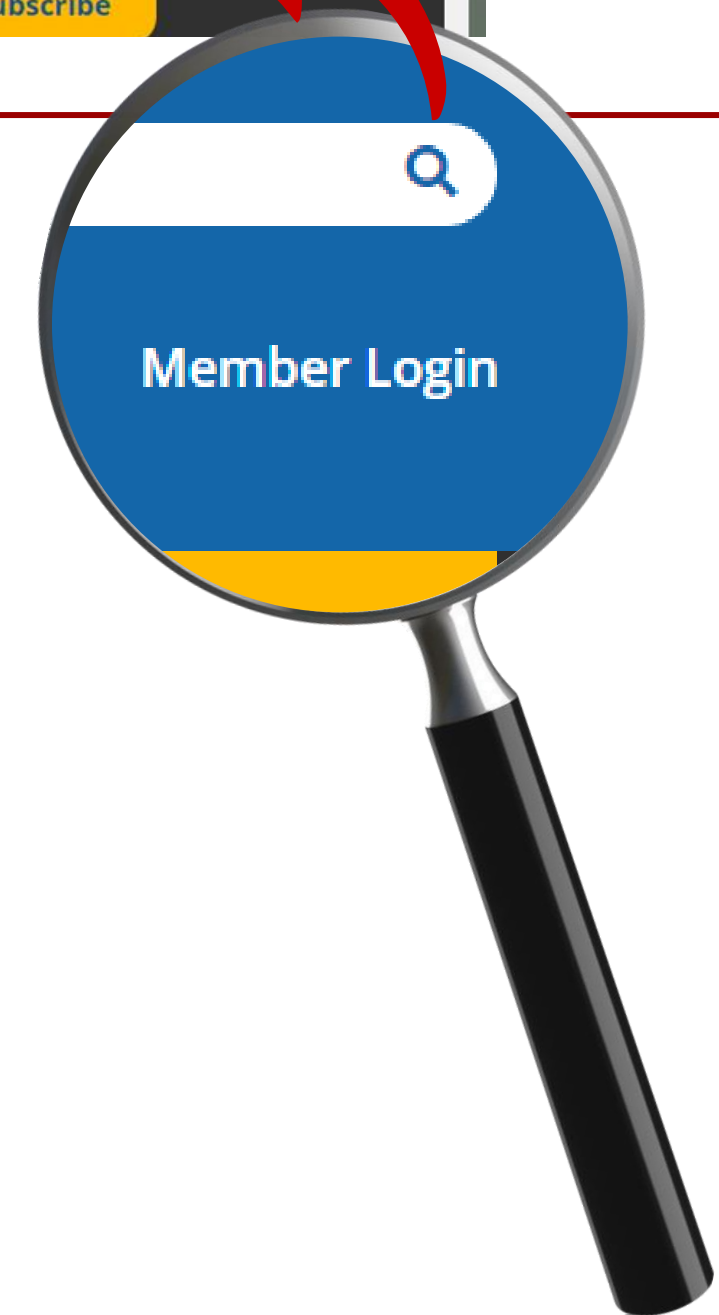


The **Member's Only** section is separate from your marketplace account login. While your accounts are connected and you won't need a separate marketplace account if you're a dues-paying member, the Member's Only area provides additional resources for your district's use, primarily related to district management and operations.

In that section, district members will find helpful guides and toolkits like how to manage personnel, recruiting board members and retaining staff.

Not all marketplace users are NACD members; our site also serves government and non-government partners, public and private entities, and homeschool educators. Some users have marketplace-only accounts, and many district staff also have personal free accounts not connected to district dues or official business. You'll see a login prompt at checkout.

**Once you complete your Marketplace selections, you will be prompted to log in at checkout.**



## Marketplace users may encounter these challenges:

- If you are using a **nacdnet.net** email address, it is hosted on the USDA/NRCS server. An email filter may prevent you from receiving emails containing receipts or download links. If you face this issue after making a purchase, please contact us at [stewardship@nacdn.net](mailto:stewardship@nacdn.net). We have an effective procedure to bypass the filter in 99% of cases.
- Please contact us only after placing an order if you don't receive the receipt. Contacting us before placing an order doesn't provide the necessary information to address the filter issue.
- If you attempt to use the NACD webpage and it says “There was a connection problem,” this is a firewall on your browser that restricts access to the NACD website. Consider adjusting your settings or using a different browser.
- Do not attempt to log into Membership Login for the marketplace.



If you have any questions not covered in the presentation, please feel free to email us at [stewardship@nacdn.net](mailto:stewardship@nacdn.net) for further assistance.



1

## 2024 District Education Toolkit



Type: Educational Materials  
Price: \$30.00  
Availability: Usually ships within 5 business days.

1 [Add to Cart](#) [Previous](#)

[more images](#)  
**Description**

New this year, get all the necessities for a 2024 Education outreach or classroom event shipped activities for students, guides for district educators and teachers, and more. These boxes are the education. Of course, everything included is themed to May The Forest Be With You Always!

2



3



### ADDITIONAL PHOTOS ON MARKETPLACE

1: Click more images.

2: Expand the page.

3: Find images on the right of page.



# RECEIVING FREE DOWNLOADS?

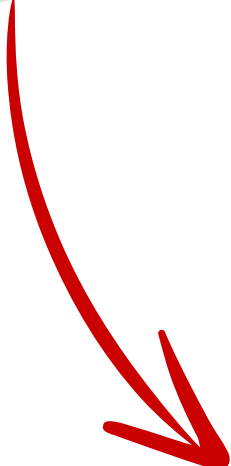
Don't close that receipt page!!

You DO NOT have to wait for the email for links. When you check out, the download links will pop up in the "receipt" on your webpage. You can save them to your files from this page.

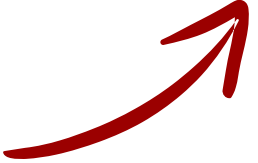
The downloads are instantly emailed to you as well.

Did not receive the email? Likely your server is filtering the email. Again, if you have a **nacdnet.net** email address you WILL likely have this issue. We have a few ways to try to circumvent this filter, so please email us to work on that. [stewardship@nacdn.net](mailto:stewardship@nacdn.net).

**INSTANT  
DOWNLOAD**



Click the blue download tabs and your save as files options should pop up.



YOUR ACCOUNT NAME AND NUMBER WILL SHOW HERE

What would you like to do?

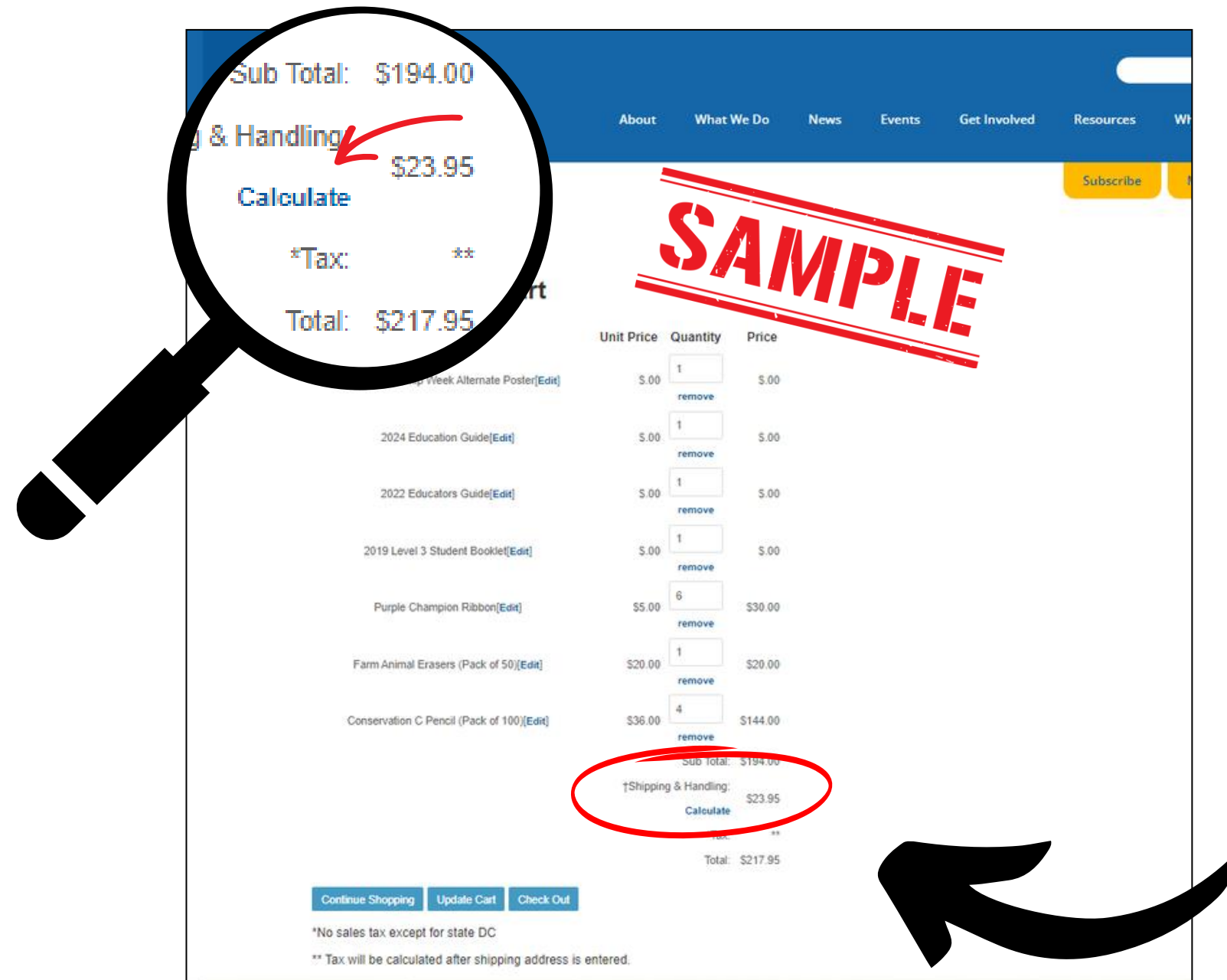
### Your Order

Status: Payment received

Ship to:

Item	Unit Price	Quantity	Price
2025 Coloring Page [ <a href="#">Download</a> ]	\$0.00	1	\$0.00
2025 Habitats Primary Presentation [ <a href="#">Download</a> ]	\$0.00	1	\$0.00
Sub Total:			\$0.00
Shipping & Handling:			\$0.00
Tax:			\$0.00
Total:			\$0.00

# SHIPPING



Depending on the products you select, different shipping fees may apply as items may ship from different locations. We strive to offer a unified shipping rate for your convenience.

After adding items to your cart, proceed to checkout. At checkout, you will see shipping and handling fees, as well as a clickable blue "calculate" link.

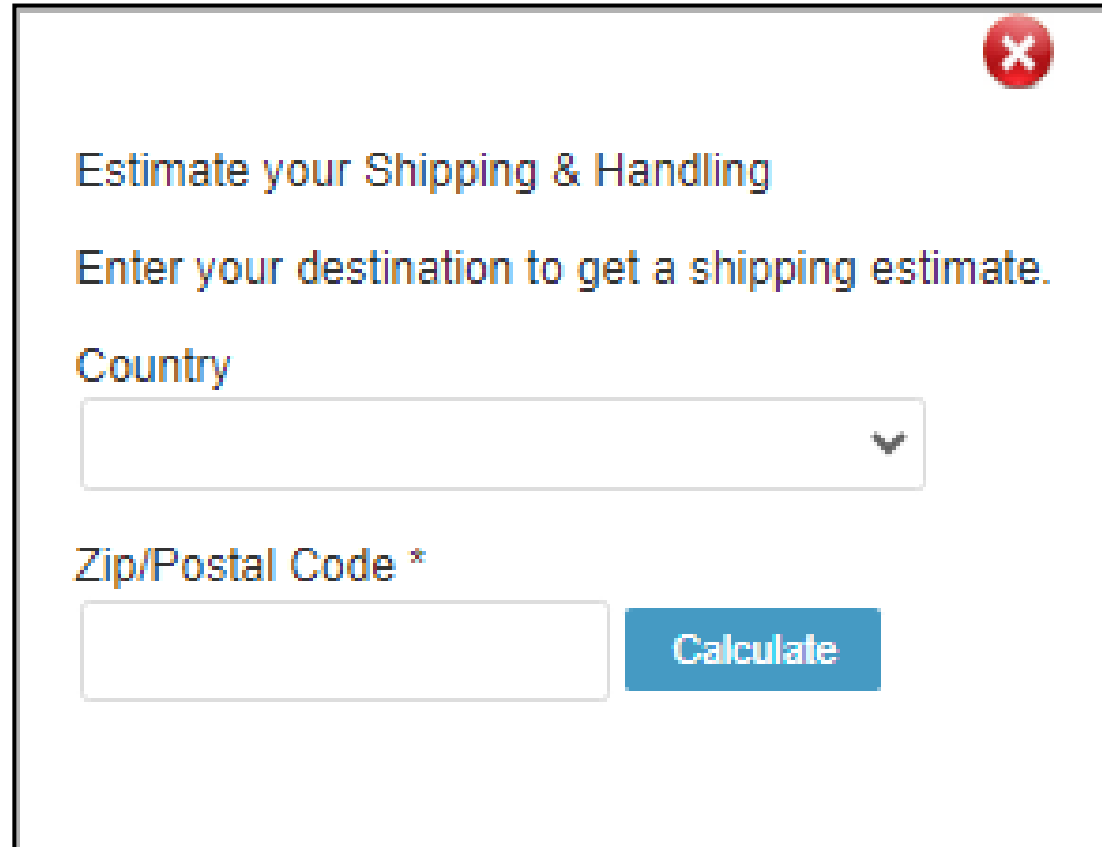
- NACD does not charge a handling fee.
- Free downloads do not have a shipping cost associated with them.



Please reach out to us at [stewardship@nacdn.net](mailto:stewardship@nacdn.net) for expedited shipping requests, which may lead to increased shipping charges. Rest assured, we strive to minimize your costs whenever possible.

# 1

Please enter your country and zip code in the pop-up box before clicking "Calculate" again.



Estimate your Shipping & Handling

Enter your destination to get a shipping estimate.

Country

Zip/Postal Code \*

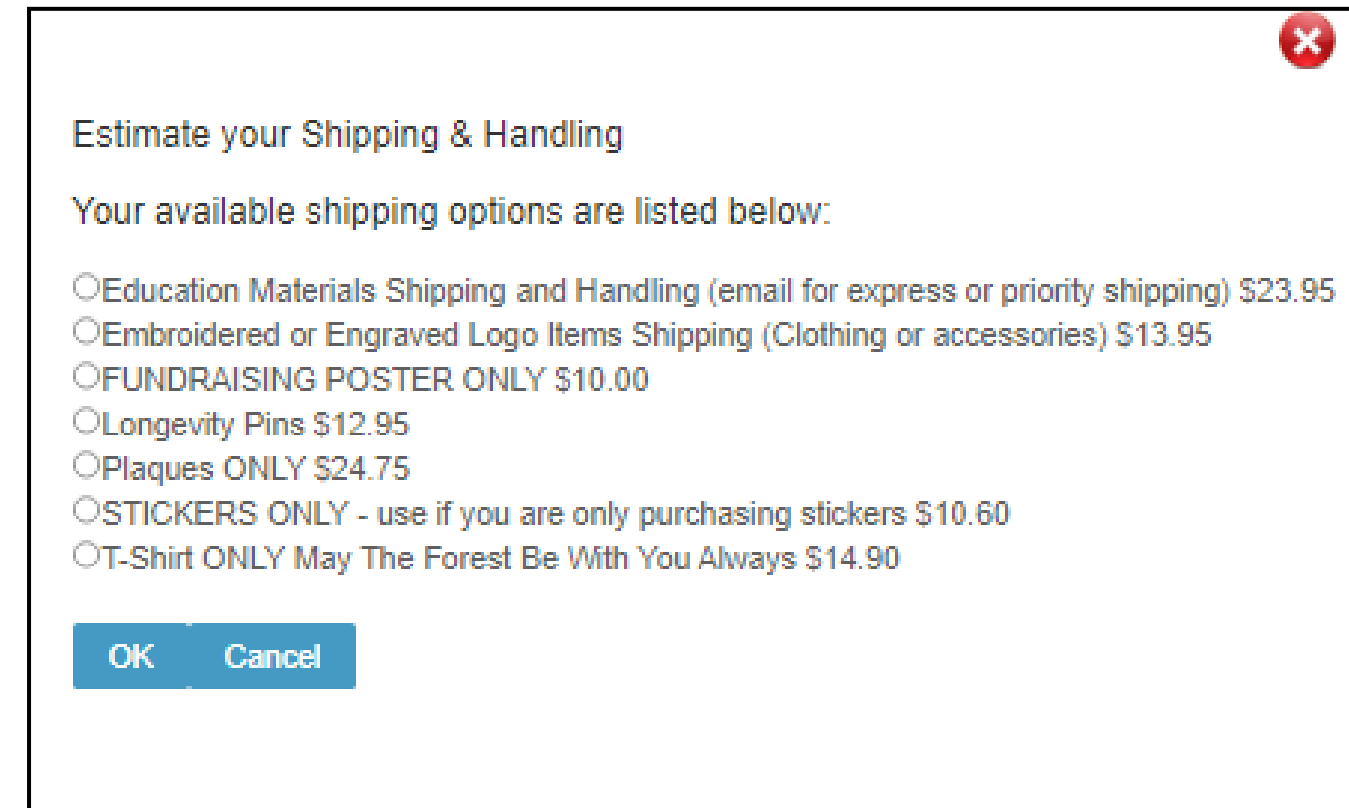
Calculate



Please adjust your browser's pop-up settings to allow pop-ups from NACD if you encounter any issues viewing these boxes.

# 2

Following this, a shipping options box will appear. Choose the options that fits your purchase.



Estimate your Shipping & Handling

Your available shipping options are listed below:

- Education Materials Shipping and Handling (email for express or priority shipping) \$23.95
- Embroidered or Engraved Logo Items Shipping (Clothing or accessories) \$13.95
- FUNDRAISING POSTER ONLY \$10.00
- Longevity Pins \$12.95
- Plaques ONLY \$24.75
- STICKERS ONLY - use if you are only purchasing stickers \$10.60
- T-Shirt ONLY May The Forest Be With You Always \$14.90

OK Cancel

If you have a mix of purchases and are uncertain about the shipping cost, you have the option to postpone payment at checkout and contact us via email for an estimated shipping cost. The shipping costs for August 2024 are provided on the next slide.

Please note the following shipping times:

- Print on demand products may require up to 10 days.
- Custom products may take up to two weeks.

Remember to contact us via email if you require expedited shipping.

**EDUCATION MATERIALS  
SHIPPING AND HANDLING**  
(EMAIL FOR EXPRESS OR PRIORITY SHIPPING)

**\$0.01 to \$30.00 \$12.00**

**\$30.01 to \$50.00 \$16.95**

**\$50.01 to \$100.00 \$19.90**

**\$100.01 and above \$23.95**

**EMBROIDERED OR ENGRAVED  
LOGO ITEMS SHIPPING**  
(CLOTHING OR ACCESSORIES)

**\$0.01 to \$99.99 \$9.95**

**\$100.00 to \$149.99 \$11.95**

**\$150.00 to \$299.00 \$13.95**

**\$299.01 and above \$23.95**

**FUNDRAISING POSTER ONLY**

**\$0.01 to \$500.00 \$10.00**

**\$500.01 and above \$10.00**

**STICKERS ONLY - USE IF YOU ARE  
ONLY PURCHASING STICKERS**

**\$0.01 to \$20.00 \$4.95**

**\$20.01 to \$70.00 \$8.60**

**\$70.01 and above \$10.60**

**T-SHIRT ONLY**  
**MAY THE FOREST BE WITH YOU ALWAYS**

**\$0.01 to \$60.00 \$8.80**

**\$60.01 to \$100.00 \$12.00**

**\$100.01 to \$200.00 \$14.90**

**\$200.01 and above \$19.50**

**PLAQUES ONLY**

**\$0.01 to \$20.00 \$10.80**

**\$20.01 to \$100.00 \$18.40**

**\$100.01 to \$200.00 \$24.75**

**\$200.01 and above \$24.75**



**For our heavy hitters in the educational arena, we ship those extra-large or bulk orders via USPS media mail to decrease your shipping charges.**

**Before hitting that checkout button, reach out for a estimate on the bulk shipping fees.  
stewardship@nacdnet.org - subject line: Bulk Order**

**Expedited shipping options are offered for large quantities through Fed Ex. If you require swift delivery, please send us an email when placing your order.**



# Common Marketplace Technical Issues

***Receipt or download link not delivered to your email address.***

**99% of the time this is the previously discussed (slide 7) email filtering issues:** If you have an **@nacdnet.net** email address, it will be subject to NRCS server filters, which can sometimes inadvertently block legitimate emails, including those from [stewardship@nacdnet.org](mailto:stewardship@nacdnet.org) containing ordered materials.

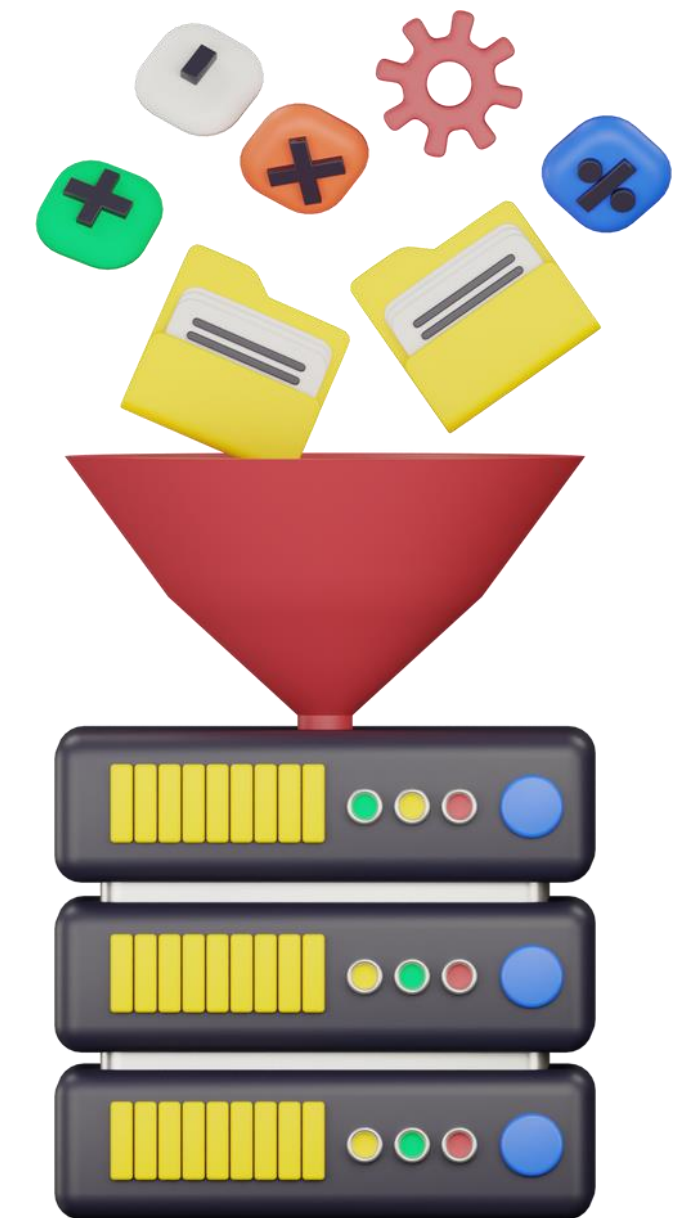
If you don't receive an email within 15 minutes after you check out, please email [stewardship@nacdnet.org](mailto:stewardship@nacdnet.org) with SAFE SENDER in the subject line and we can help.

While we try to work around these filters, some legitimate messages might still get caught due to necessary security measures. Unfortunately, we have limited control over this process but will do our best to resolve any issues.

***I forgot my log in. Can you help me, or do I need to create a new account?***

If you cannot access your account for marketplace, you will not be required to create new one. We are happy to help you reset your password. Email [stewardship@nacdnet.org](mailto:stewardship@nacdnet.org) and leave a good call-back phone number and someone will call you. We cannot reset passwords via email.

If you are unavailable to answer, we will leave a voicemail with a call-back number so you know it's not a spam call. We will request some additional information for security purposes.



# NACD Marketplace



- **Why do I need to "purchase" free materials? (very often asked!)**

*Registering and checking out, even for free materials, helps us track usage and report to our grant providers, demonstrating the impact of our resources. Everyone, members and non-members must register to download or purchase materials.*

- **How does this process ensure program integrity?**

*Registration verifies that materials are used for their intended educational purposes, helping maintain program integrity and accountability.*

- **Can I use these materials for commercial purposes or resale?**

*No, materials are for educational use only and cannot be used commercially or resold.*

- **How is my personal information used?**

*Your personal information is used only for internal reporting purposes to assist with order fulfillment and enhance our services. We do not share your details with third parties. We provide aggregate reports to our members, ensuring your privacy is respected. Most of our customers are members, and this process helps us better serve you and improve our offerings without identifying specific individuals.*

- **Why is tracking material usage important?**

*Tracking helps us meet grant requirements, demonstrate resource impact, and sustain funding, ensuring effective service to our membership. (that is you!)*

- **How does tracking help with internal checks and balances?**

*Monitoring usage ensures we meet member expectations, manage resources effectively, and align with program goals.*



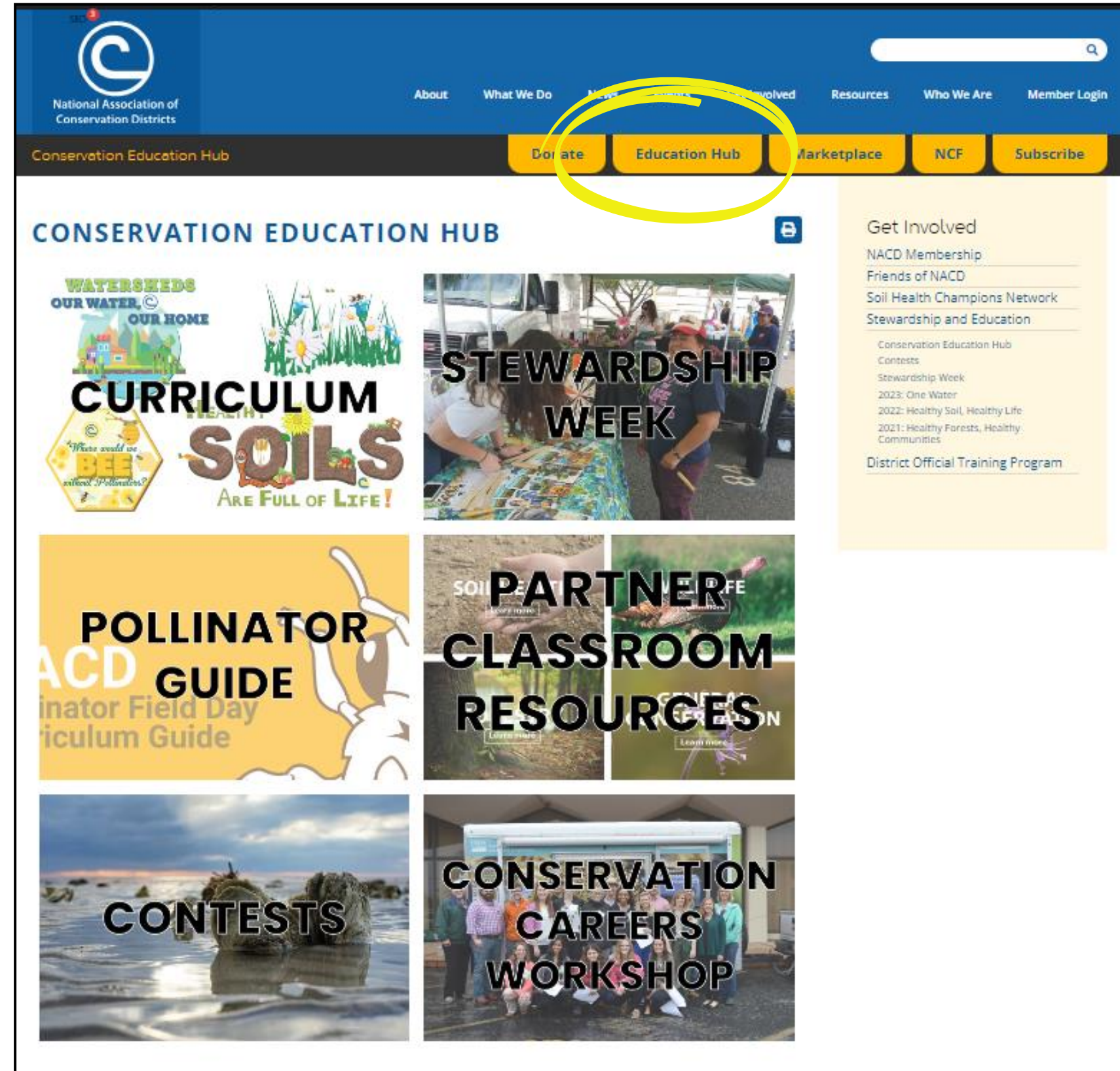
Let's Take  
A COFFEE  
Break



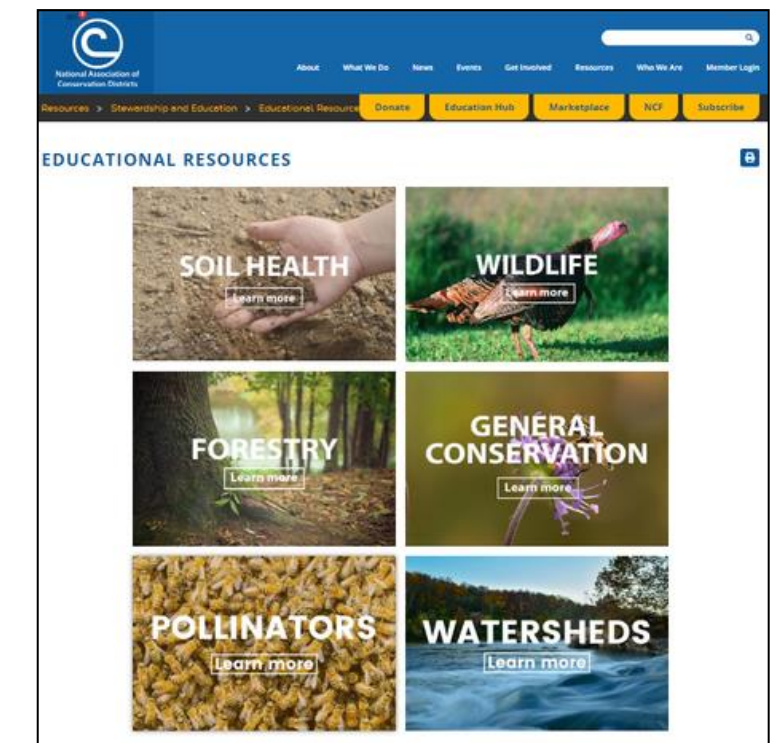
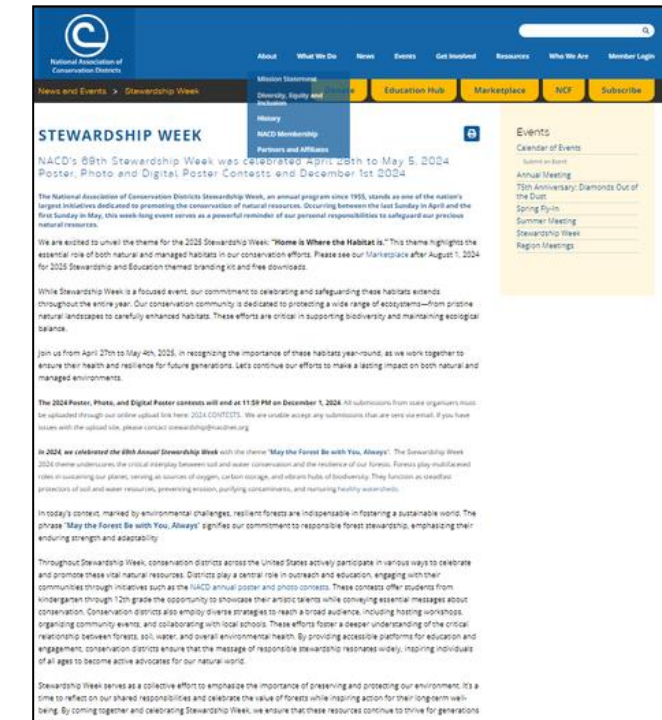
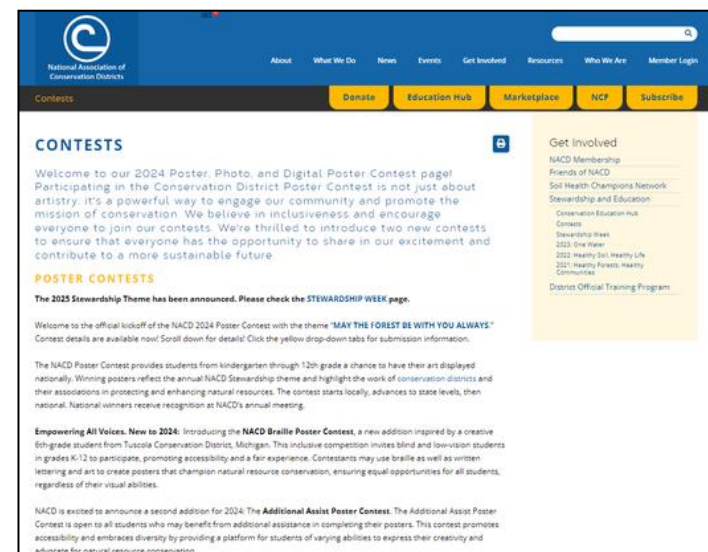
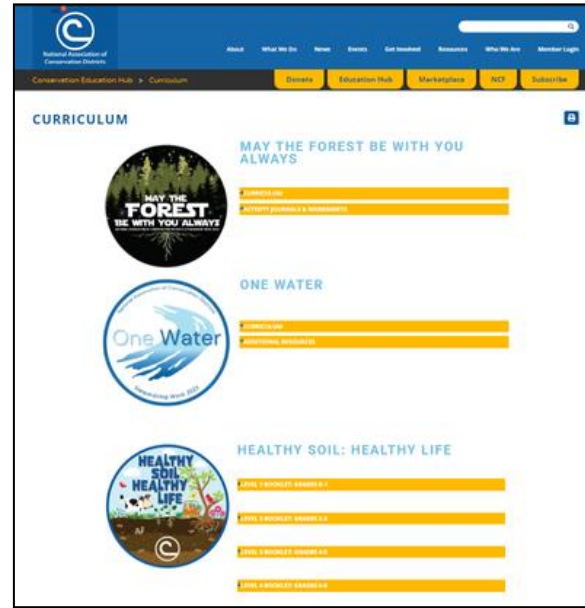
**We will review the NACD  
Education Hub next!**

# Navigating the NACD Education Hub

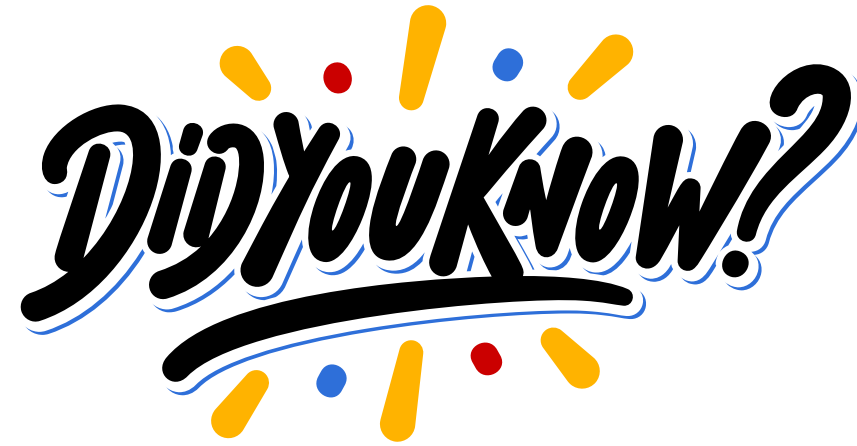
The NACD Education Hub serves as a central resource center, offering links to our conservation-focused education programs. This page directs you to various sections of our website that detail different educational initiatives.



To quickly access the desired page in the education hub, click on the topic. Don't forget to bookmark frequently visited pages on your browser's toolbar.



# STEWARDSHIP & EDUCATION



**The NACD has a committed group of professionals who specialize in developing and delivering educational resources tailored to the needs of conservation districts. This team produces a diverse range of educational and outreach materials and is always available to assist with any inquiries related to education programming.**

**The NACD Stewardship and Education programming covers all aspects of conservation-focused education materials, Stewardship Week promotion, and NACD contests, providing support for conservation districts throughout the U.S. and its territories.**

**With just a click, districts can access free downloadable or print-on-demand educational materials, district education kits, outreach materials, marketing tools, and resources to promote local participation in Stewardship Week and poster contests. These initiatives help districts educate about conservation, reduce costs with membership pricing for printed and custom materials, and boost their visibility.**

**Next up, lets review Stewardship Week and NACD Contests information...**

# Since 1955, the NACD Stewardship and Education Program has hosted the annual "Stewardship Week" celebration.

NACD Stewardship Week is one of the largest national programs to promote natural resource conservation. Celebrated annually since 1955 between the last Sunday in April and the first Sunday in May, NACD Stewardship Week reminds us of our individual responsibilities to care for natural resources. Conservation districts across the United States take part in the Stewardship Week Celebration through educational events, celebrations and contests.

Our outreach and education programs, implemented across conservation districts in the U.S. and its territories, work to raise awareness about natural resource conservation and the effects of human activities on ecosystems.

Through interactive learning, outreach events, and engaging educational materials, our conservation districts help our communities understand the interconnectedness of living organisms and their environments.

This approach builds a strong foundation for environmentally conscious future generations and highlights the vital role of conservation districts in habitat protection and sustainability.



# WHEN IS THE STEWARDSHIP WEEK THEME ANNOUNCED?

The NACD Stewardship Week theme is announced each year during the NACD Annual Meeting. The Education team hosts an expo booth at the meeting to discuss the theme and timeline.

Example timeline:

- The 2025 theme was announced in February 2024 at the Annual Meeting in San Diego.
- The 2025 theme logo was released in July 2024.
- 2025 Education materials became available on the NACD Marketplace starting August 1, 2024.

To avoid confusion, marketing and education materials for the upcoming year's theme are not available before August 1, as contests for the current year run until December 1.

**To receive updates, we recommend subscribing to the *eResource*.  
Announcements about the Stewardship Week theme and  
educational materials are made through this channel.**



To subscribe to eResource and receive updates every Tuesday, visit:

<https://lp.constantcontactpages.com/su/G9YOSXR/eResource>

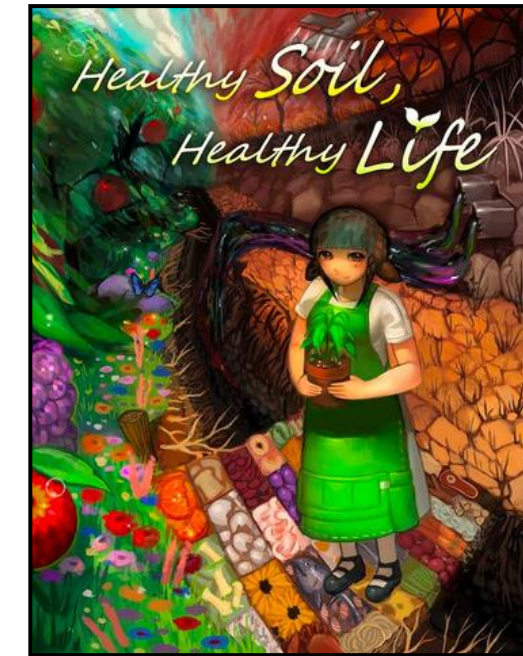
or scan the QR code below.



To opt out of eResource, please email the NACD Communications Team at [comms@nacdnet.org](mailto:comms@nacdnet.org)

# Stewardship Week

NACD Stewardship Week is one of the largest national programs to promote natural resource conservation. Celebrated annually since 1955 between the last Sunday in April and the first Sunday in May, NACD Stewardship Week reminds us of our individual responsibilities to care for natural resources. Conservation districts across the United States take part in the Stewardship Week Celebration through educational events, celebrations and contests.



## Poster and Photo Contests

The National Association of Conservation Districts (NACD) joins your Conservation District to host the Annual Photo, Poster, and Digital Poster (Graphic Arts) Contests as part of its comprehensive effort to promote natural resource conservation education across the United States through local-level conservation districts, auxiliary or state conservation associations.



### What is the timeline for the contests?

- Release date for poster contest materials is August 1st.
- State contest winning submissions accepted from February 20 -December 1st.
- Poster contest marketing materials can be downloaded free at: [nacdnet.org/store](http://nacdnet.org/store)





# **What are the benefits of the poster and photo contest for students?**

**Conservation districts engage communities in environmental issues through poster and photo contests, promoting habitat preservation and water conservation.**

**These contests encourage creativity, raise awareness, and enhance community engagement in protecting the planet.**

### **Education and Awareness:**

- The contests encourage participants, especially students, to engage with the subject matter of natural resource conservation actively. By creating visual art, participants learn about the importance of conserving natural resources, such as soil, water, wildlife, and forests. This educational aspect fosters a deeper understanding of environmental issues and their relevance to daily life.

### **Community Involvement:**

- The contests provide an avenue for community engagement. Local conservation districts and state associations often organize and support these events, creating opportunities for communities to come together, share knowledge, and collaborate on conservation efforts. This fosters a sense of community ownership and responsibility for the environment.

### **Communication and Outreach:**

- Visual art is a powerful medium for communication. It can convey complex environmental concepts in a simple and compelling way. The contests enable participants to express their thoughts and ideas about conservation effectively, raising awareness about conservation issues among a broader audience.

## **Youth Involvement:**

- By targeting students and young artists, the contests nurture the next generation of environmental stewards. It instills a sense of responsibility and empowers young people to take an active role in protecting the environment. Engaging youth in conservation efforts is essential for ensuring a sustainable future.

## **Local-Level Impact:**

- Local conservation districts are at the forefront of conservation efforts, working directly with landowners and communities. The contests help these districts build relationships with their communities and engage them in conservation practices at the grassroots level. This local involvement is critical for the success of conservation initiatives.

## **Promotion of Creativity:**

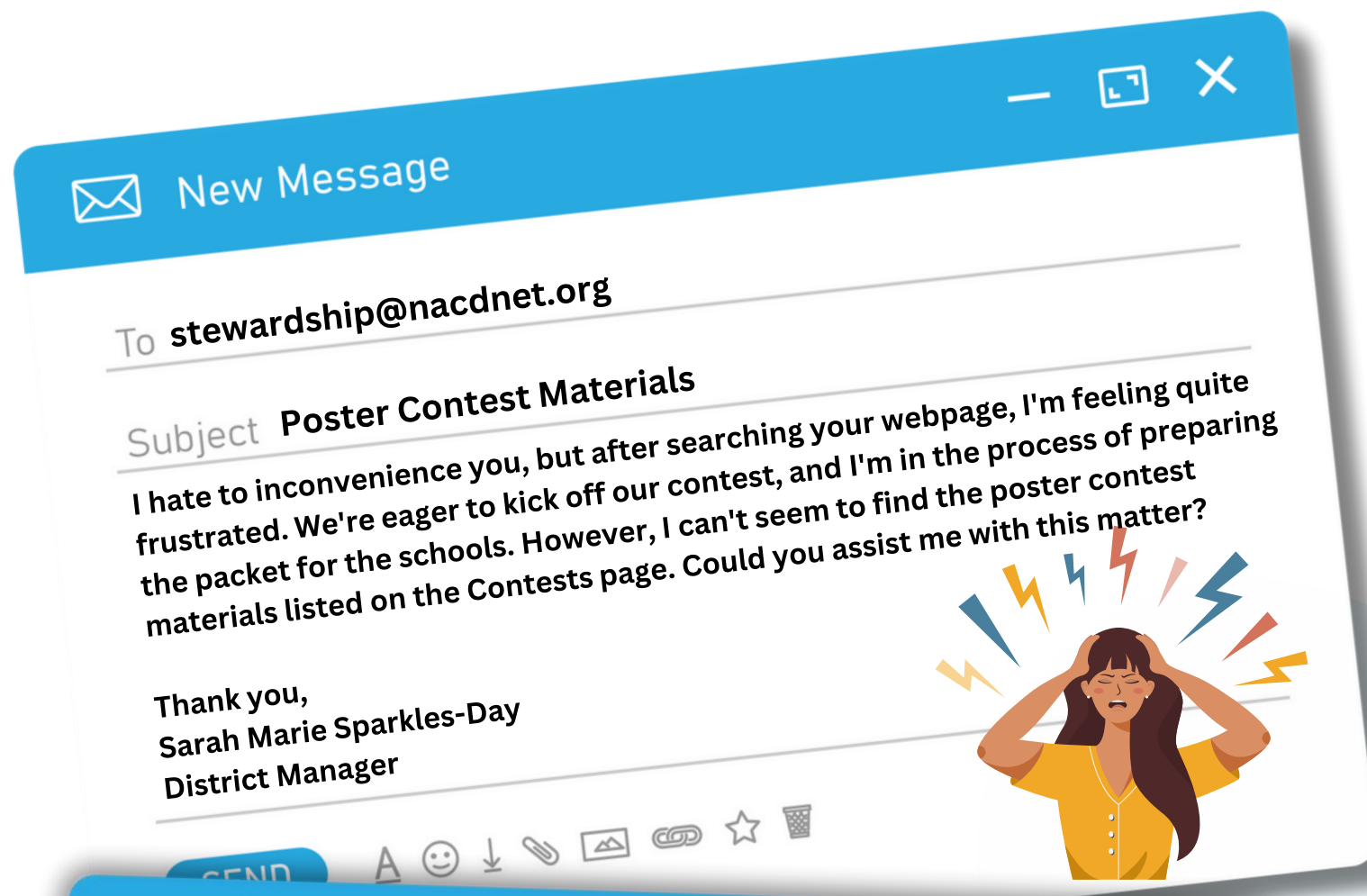
- Artistic expression fosters creativity and innovation. Encouraging participants to create visual representations of conservation concepts allows for unique and imaginative approaches to the topic. This creativity can lead to novel solutions and ideas for addressing environmental challenges.

# National Recognition

**Overall winners receive national recognition, which can be a powerful motivator for participants. It showcases their talent and dedication to conservation on a larger stage, inspiring others to get involved.**

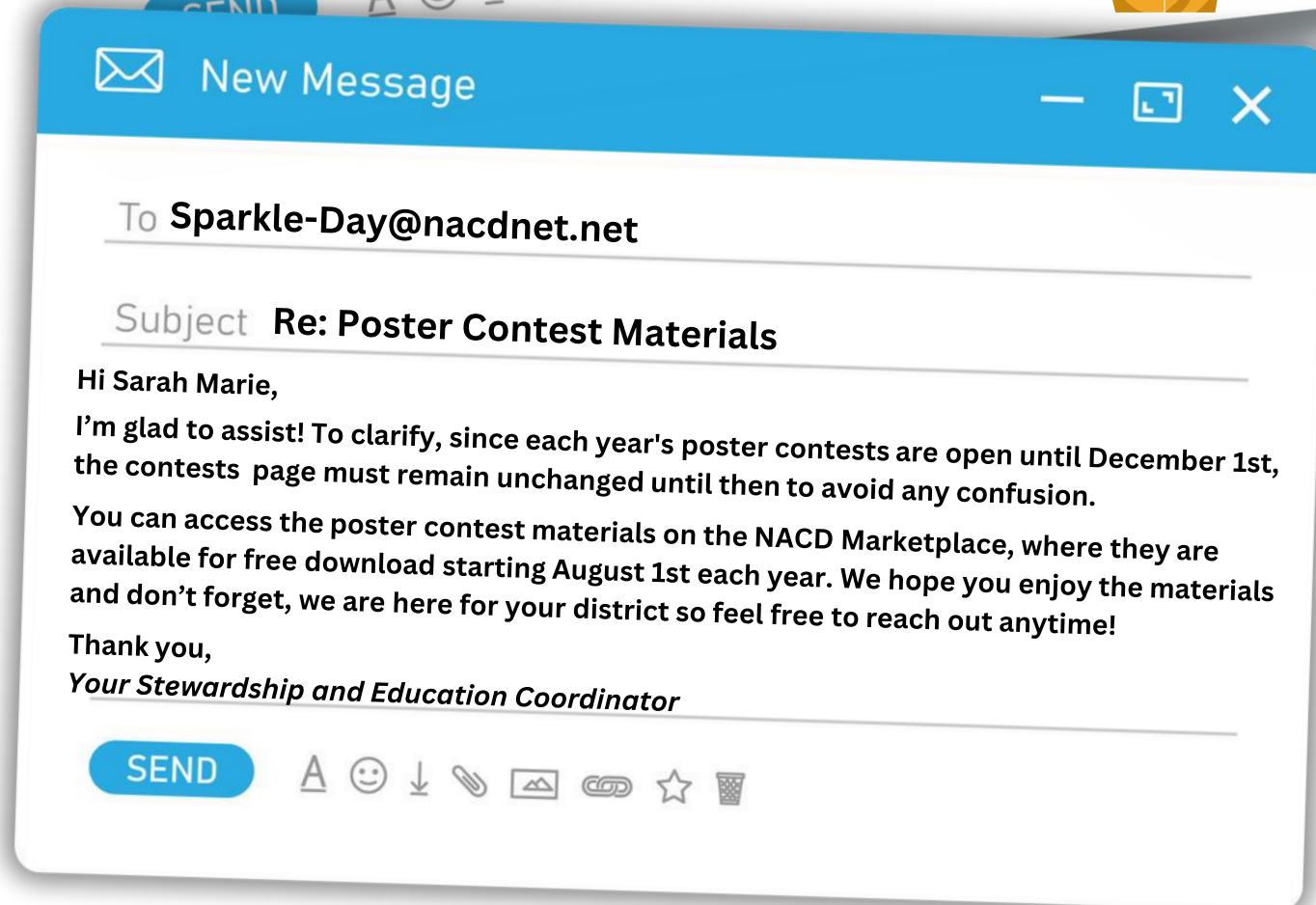
*What are the additional benefits of national recognition? Participation in these competitions enhances scholarship and grant applications by:*

- **Skill Demonstration:** Qualities valued by scholarship committees.
- **Leadership & Initiative:** Signals initiative and proactive engagement, traits highly sought after.
- **Standout Achievement:** Sets applicants apart in competitive fields, giving an edge in selections.
- **Relevance to Studies:** Reflects dedication to their field, bolstering commitment and passion.
- **Networking:** Opens doors to industry connections and mentorship opportunities.
- **Writing & Presentation Skills:** Enhances application abilities for essays and statements.
- **Confidence Boost:** Positively influences interviews and grant presentations.
- **Financial Support:** May qualify for specialized awards in arts, sciences, or conservation.
- **Merit Indicator:** Demonstrates merit, a crucial factor in many scholarship assessments.
- **Prestigious Recognition:** Awards add prestige and memorability to applications.

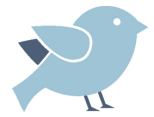


**The poster contests are open until December 1st, annually and the contest page will not be changed until then to avoid confusion.**

**No worries! You can access the poster contest materials on the [NACD Marketplace](#) for free download starting August 1st each year.**



**As technology evolves rapidly, our website's many services and resource hubs might seem complex. If you need assistance, please refer to this presentation as a reference or reach out to us via phone or email.**



# Contest Submission Flow Chart



**LOCAL DISTRICT CONTEST** →

The local district will host the contest at the county or district level. Encourage participation from schools, homeschool groups, private schools, 4-H camps, Scouts, FFA, Art Clubs, faith-based organizations, and any interested youth-centered groups.



**DISTRICT WINNER** →

The local district will judge posters and award the winning entry in each age group category. For guidance on judging parameters, see the Contest Judging FAQ.



**AREA / REGION** →

In states with Areas or Regions, posters advance from the district to the regional level. Check with your state coordinator to see if this applies. If you're unsure who your state coordinator is, let us know. State coordinators should inform NACD of their appointment so we can update our records. Email us for help if needed.

(where applicable)



**AREA / REGION WINNER** →

Area or Region winners will be judged according to local rules. *Hey, did you know we have prize ribbons available on the NACD Marketplace? Well, now ya do!*



**STATE CONTEST COORDINATOR** →

The state poster and photo contest coordinator, often working with the state association, will submit the local winners for state judging.

(most times the state association or appointed representative)



**STATE CONTEST WINNER** →

**Congratulations!** Your state-winning posters are now going to advance to the NACD national poster contests. Braille posters may have additional photos emailed to [stewardship@nacdnet.org](mailto:stewardship@nacdnet.org). Don't forget to send your state winners from 9-12th grade certificates to use in their school portfolios!



**NACD NATIONAL POSTER CONTEST** →

State Poster Contest Coordinators must submit through the NACD online portal by December 1, 2025, at 5:00 PM local time. Digital uploads should be in PDF or PNG format. For a video tutorial on how to scan a poster using your smartphone, visit the [contests page](#).



# Nobody likes missing out!



Stay updated on annual changes to contest rules, deadlines, and submission processes, as these may be adjusted each year to reflect new technology or trends. Keeping informed ensures you don't miss out on important updates and can participate effectively in all contest categories.

Check our webpage regularly, and check in at [stewardship@nacdnet.org](mailto:stewardship@nacdnet.org), and subscribe to [eResource](#) to stay informed.

THE NATIONAL ASSOCIATION OF CONSERVATION DISTRICTS  
will host the 70th Annual Stewardship Week  
April 27 to May 4, 2025



The 2025 theme, "**Home is Where the Habitat Is**," showcases the role of **locally-led** conservation efforts that protect **habitats**, and maintain **diverse ecosystems**.

### 2025 CONTEST CATEGORIES

- Hand Drawn Poster
- Braille Poster
- Additional Assist Poster
- Digital Poster (Graphic Arts)
- Photo (Youth and Adult)



## Hand Drawn Poster

- NACD invites artistic expression for students of all abilities in grades K-12th. Participants use traditional hand-drawn techniques to craft visually captivating posters that convey the NACD contest theme. Originality is key, and all artwork must be entirely created by individual students.

## Digital Poster (Graphic Arts)

- NACD's Digital Poster Contest for 7th-12th graders welcomes digital artistry. Use graphic arts programs to create posters featuring the NACD contest theme, but remember, no copyrighted content outside of the NACD logo.

## Photo

- The annual Photo Contest, open to all amateur photographers who reside in the U.S. or its territories. Contestants are allowed to enter as many as five photos each year that each fit into [one of the following four categories](#):

**Conservation Practices      Close-up Conservation      Conservation in Action**  
**Agriculture and Conservation Across America**

# EXPANDING ALL VOICES!

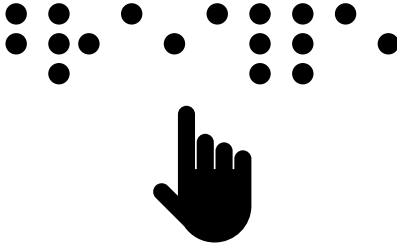
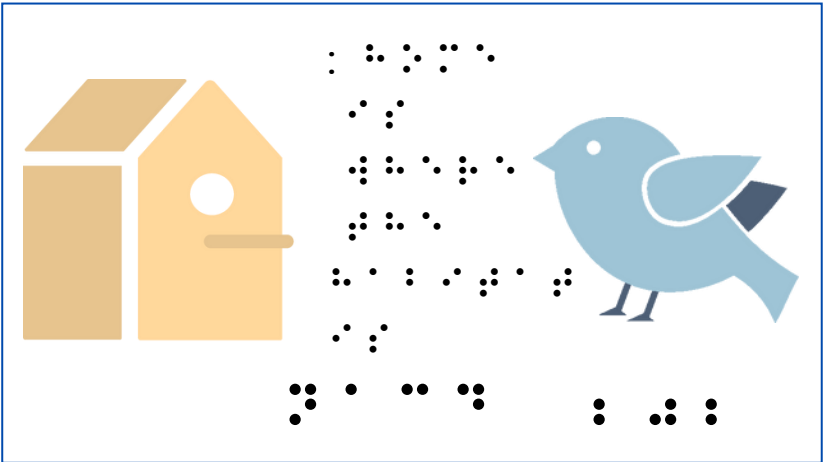
As we enter the second year of our Braille and Additional Assist Poster Contests, NACD continues to champion inclusivity and accessibility. We are committed to ensuring every student, regardless of their unique abilities, has the opportunity to engage in conservation efforts.

The NACD **Braille** Poster Contest invites blind and low-vision students in grades K-12 to use braille in their conservation-themed posters.

The **Additional Assist** Poster Contest supports all students who may need extra assistance, promoting creativity and advocacy for natural resource conservation.

We're excited by the continued participation and enthusiasm from districts across the U.S., reflecting our commitment to serving diverse communities.

Home is where the Habitat is  
⠠⠏⠕⠎⠞⠊⠎ ⠠⠏⠕⠎⠞⠊⠎ ⠠⠏⠕⠎⠞⠊⠎ ⠠⠏⠕⠎⠞⠊⠎ ⠠⠏⠕⠎⠞⠊⠎ ⠠⠏⠕⠎⠞⠊⠎ ⠠⠏⠕⠎⠞⠊⠎





# POSTER SUBMISSION PROCESS

- Entries will be accepted at the national level only from state conservation contest representatives. Only state winners will be considered, with one winner per category per state.
- All local and state-level entries must be submitted with a Local to State Form and a Contest Entry Form by the due dates set by your local conservation district. Find contact information for your local conservation district in NACD's Conservation District Directory.
- All poster submissions must be sponsored by a local conservation district. National contest posters will be accepted only from state poster contest organizers.
- State-to-National entries must be submitted through the online submission link on the contests page, under the yellow "Entry Instructions for National Competition" tab.
- Please note that while you do not need to include the original contest entry form with the national submission, you must attest that you have obtained written permission from the student's parent or legal guardian for the poster to be used for educational and promotional purposes.
- Only electronic submissions are accepted. Submit photos or scanned copies of hand-drawn posters. The electronic submission should capture the original poster without editing. Ensure that images are clear, well-lit, and well-framed.
- Braille contest submissions can include additional photos at [stewardship@nacdnet.org](mailto:stewardship@nacdnet.org)
- Name the JPG/PDF file for the poster in the following format: State\_Category\_FirstLastName (e.g., Maryland\_10-12\_JoPerson).

**Find all forms and additional information here: <https://www.nacdnet.org/contests/>**



# PHOTO CONTEST SUBMISSION PROCESS

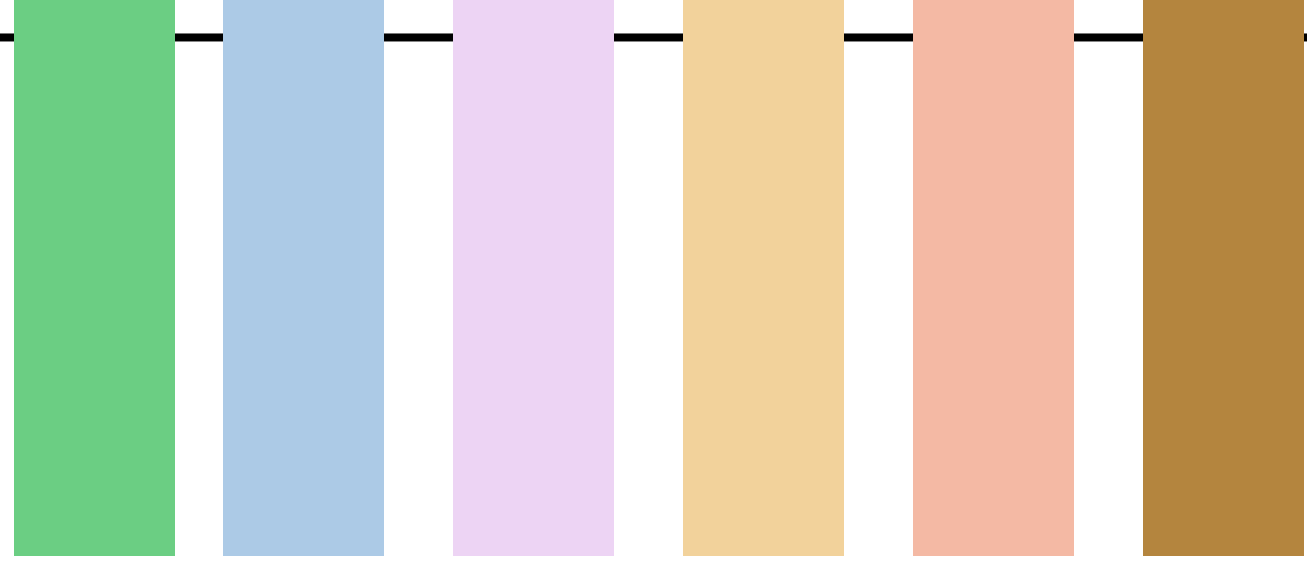
**The contest is open to all amateur photographers residing in the U.S. or its territories. Contestants may enter up to five photos each year, with each photo fitting into one of the following categories: Conservation Practices, Close-up Conservation, Conservation in Action, Agriculture and Conservation Across America.**

Photos will be evaluated on technical merit and composition. A winner will be selected for each category and age division (adults are 19 and older as of December 1, 2024).

Judging will be conducted by conservation professionals with photography expertise from across the United States and its territories. To ensure impartiality, all entries will be reviewed anonymously, with no information about the photographer disclosed.

## ENTRY INSTRUCTIONS

1. Complete and submit an entry form for each photo you wish to enter.
2. Upload photo submissions through the form. Photos must be in JPG, PNG, or TIFF file format.
3. Although a photo release form or subject/model release form is not required with your photo submission, you must attest that these forms have been completed.
4. Minor digital enhancements such as cropping, red-eye removal, filters, and corrective functions are permitted. However, photos that are significantly altered may be disqualified.
5. Contestants must not add borders, frames, backgrounds, watermarks, dates, signatures, or copyright images to their photos.
6. Previously published photos are not eligible for the NACD Photo Contest.
7. Name emailed photo files with the following format: Category\_AgeDivision\_LastName\_State\_PhotoNumber.
8. For a single photo in a category, use "1" as the photo number. Number additional photos in the same category consecutively.



# **HOW NACD STEWARDSHIP & EDUCATION RESOURCES**

*Help Conservation Districts*

# **SERVE THEIR COMMUNITIES**

**EMPOWERING LOCALLY LED DISTRICT EDUCATION AND  
OUTREACH EFFORTS WITH CONFIDENCE-BOOSTING TOOLS**

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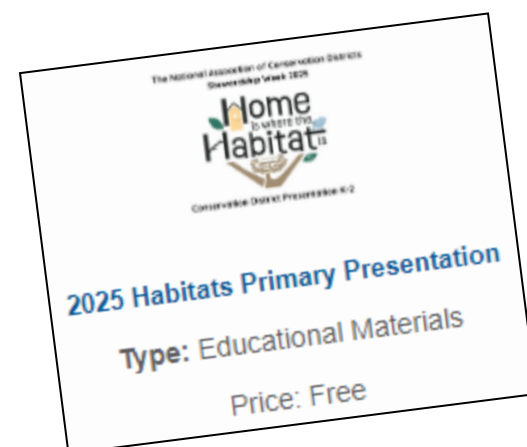
## Does NACD Provide Presentations for Classroom Outreach and Education?



*NACD provides presentations based on the current year's theme to ensure content relevance and avoid confusion with previous contest themes. This approach helps districts deliver timely and focused educational material. They are intended to assist districts in delivering engaging and informative educational content.*

### **Important information about these presentations:**

- Districts should personalize these presentations to match the grade level of their audience and incorporate content relevant to local conservation issues. Later slides in this guide will offer suggestions for tailoring conservation-themed subjects to different grade levels.
- Presentations are designed to help districts provide outreach and transition into the poster contests.
- Districts should always add their own contest timelines to all presentations and clarify that local contest participants do not submit at the national level.
- Most presentations are available through a Canva Templates link for easy customization
- The contest submission flow chart is provided in a later slide in this guide.



Download Classroom Presentations  
[nacdnet.org/store/](https://nacdnet.org/store/)

# PRESENTING TO

An informal educator or volunteer conservation professional gives educational experiences outside the classroom.

This person is you! Just look at you, sharing conservation topics with youth and making it engaging and fun!

# STUDENTS

**Understand Your Audience:** Determine the age and grade level of your audience to tailor your content appropriately. In this presentation, later slides we offer options for grade level presentation topics.

**Gather Materials:** Collect any necessary materials, such as visuals, handouts, or interactive tools.

**Practice Your Delivery:** Rehearse your presentation to ensure clarity and confidence. Feel free to utilize powerpoints and print them out as your own cue cards. You can also use an online tool like **Canva** to create a narrated video! It's free to use!

## PRESENTATION OUTLINE

**Introduction:** Start by briefly introducing yourself and the topic. Explain why conservation is important to set the stage.

**Engage the Audience:** Use interactive elements or questions to actively involve the audience.

### Main Content:

- Review current concepts to ensure you present relevant and factually correct material. Always check three reputable sources for your facts if you are unsure. Kids are smart, they will put you on the spot if you are incorrect!
- Adjust the complexity based on the audience's understanding.
- If you have any questions, submit your presentation to the teacher or youth coordinator for review ahead of time.

**Local Relevance:** Incorporate local conservation issues and examples to make the content more relatable and engaging.

**Wrap-Up:** Summarize at least **three key points** and provide resources or actions the audience can take.

**Personalize Your Presentation:** Add your own spin to the content and integrate local conservation issues to make the presentation more engaging and relevant.

# Q&A TIPS FOR A FUN AND SMOOTH PRESENTATION

*Students are bound to get excited and want to jump in with questions or comments—especially if they're really engaged!  
To keep things running smoothly, let them know at the start that questions and comments will be saved for the end.  
It helps to have a game plan such as the one below.*

**First Things First:** Teach the group how you will help get them to refocus with a fun jingle. “*Eyes, eyes, on the prize—let’s focus and be wise!*” Practice it with the students twice.

**1. Clap Along:** Adult/presenter starts with clapping out the first part of the chant: “*Eyes, eyes, on the prize—*” (clap with each syllable).

**2. Student Response:** The students will respond with the second part: “*let’s focus and be wise!*” (no clapping).

**Set the Stage:** At the start of your presentation, let students know they’ll have a chance to speak at the end. Mention that you’ll be handing out bookmarks or stickers, starting with the daily classroom leader if there is one. Just ask, “*Is there a class leader today?*” and watch them step up proudly!

**Encourage Note-Taking:** Provide paper or small dry erase boards for students to jot down questions or ideas they want to ask later. This way, they can remember their burning questions while they wait.

## OFFER STUDENTS ONE OF THESE PARTICIPATION OPTIONS:

- **Ask a Question:** Students can use their turn to ask a question.
- **Share an Experience:** They can share a statement or personal experience in 15 seconds or less. (*Be prepared for some enthusiastic overshares—kids can be quite detailed about everything from their home life to their family trash disposal habits!*)
- **Pass:** If they prefer, they can pass their turn. Some students might be shy or have communication challenges, so offering paper or dry erase boards for writing questions is helpful. You can read their questions out loud if needed.

**For Younger Students:** If they're too young for writing, a volunteer could assist them. With smaller children, it’s best to just expect some controlled chaos — don’t stress over it, just enjoy the moment and make it fun! If students get too distracted and start chattering you can bring them back around by using your refocus jingle “*Eyes, eyes, on the prize—let’s focus and be wise!*”.

**Respect and Sensitivity:** Never make fun of a child's question, no matter how silly it may seem. If an inappropriate question arises, simply ignore it and let the formal instructor handle it.

**Plan for Discussion Time:** Always set aside time at the end for questions and discussions. Kids love sharing their stories and experiences, which makes the learning more personal and engaging. This interaction enhances their understanding and builds a sense of community. Sharing is caring!



## CREATING MODIFCATIONS FOR STUDENTS WITH ADDITIONAL NEEDS

**Adapting activities for students with additional needs is essential for creating an inclusive and effective learning environment. Here's some ways you can ensure that all students can engage and benefit from the conservation-based lesson:**

- **Collaborate with Educators:** Work closely with youth care and education providers to understand the specific needs of each student. This collaboration helps tailor the activities to support their learning requirements effectively.
- **Avoid Asking:** Do not inquire about the student's diagnosis or disability.
- **Inquire About:** Potential unexpected behaviors to anticipate from the student, such as touching or elopement. Understanding these behaviors can help you provide safety for the student, and the best support possible.
- **Provide clear instructions** and support to enable the aide or paraeducator to assist the child effectively, as they often have a strong rapport and understanding of the student's needs. This is essential for the child's safety and comfort. Feel free to ask how you can support them in their role.
- **Seek Alternatives:** If a teacher or paraeducator is unresponsive or unavailable, try alternative methods to connect with and support the students. Request assistance in finding inclusive strategies without needing specific information of the child's disability, respecting student privacy. If a student cannot participate in an activity due to inability, risk or safety concerns, understand that school staff will not disclose the reasons, and are not obligated to give you any information. Please understand this is for the students privacy. Consider preparing a "take and make" bag with activities for the student and provide it to the teacher or caregiver to ensure continued engagement.
- **Involve and Support:** Continuously look for inclusive methods to involve every student. Adjust your strategies based on their responses and feedback, ensuring that each student has the opportunity to participate and learn.
- **Don't forget!** We do have the Braille and Additional Assist poster contests!

*\*Elopement behaviors involve the tendency of a student to run away or leave a situation without concern for injury or a clear destination.*

*Your commitment to adapting and finding solutions ensures that all students have a meaningful and enriching educational experience.*

## 2025 GRADE-LEVEL APPROPRIATE LEARNING SUBJECT FOR EACH GRADE FROM K-8, RELATED TO HABITATS AND DISTRICT CONSERVATION EFFORTS.

### KINDERGARTEN: INTRODUCTION TO ANIMALS AND THEIR HOMES

**Focus:** Explore where animals live and the basic needs they have for survival.

**Activities:** Identify common animal homes such as nests, burrows, and dens. Use picture books and interactive activities to show how these homes provide food, shelter, and safety.

**Discussion:** Importance for animals to have safe homes and how different animals have adapted to their environments.

### 1ST GRADE: PLANTS AND THEIR NEEDS

**Focus:** Learn about how plants grow and what they need to thrive in various habitats.

**Activities:** Plant seeds and observe their growth, discussing the essential needs of plants like sunlight, water, and soil. Create simple diagrams of plant parts and their functions.

**Discussion:** Explain how plants provide food and shelter for animals, and how different plants are suited to different environments, like cacti in deserts and lilies in wetlands.

### 2ND GRADE: THE LIFE CYCLE OF PLANTS AND ANIMALS

**Focus:** Study the life cycles of plants and animals and how these cycles interact with their habitats.

**Activities:** Use life cycle charts and models to demonstrate the stages of growth and reproduction for various plants and animals. Engage in hands-on activities like growing bean plants and observing insects.

**Discussion:** Discuss how healthy soil and clean water are crucial for the growth and reproduction of plants and animals. Explain how disruptions in these resources can affect life cycles.

### 3RD GRADE: HABITATS AND ECOSYSTEMS

**Focus:** Investigate different types of habitats (e.g., forests, wetlands, deserts) and the relationships between plants and animals within these ecosystems.

**Activities:** Create habitat dioramas or posters showcasing different ecosystems. Conduct simple experiments to understand how changes in soil and water quality can impact plant and animal life.

**Discussion:** Explore how each habitat supports specific types of plants and animals, and how soil and water quality are essential for maintaining these ecosystems. Discuss conservation practices to protect these habitats.

## 4TH GRADE: LOCAL HABITATS AND CONSERVATION

**FOCUS:** EXPLORE LOCAL HABITATS, HUMAN IMPACTS, AND CONSERVATION EFFORTS.

**ACTIVITIES:** USE VIRTUAL TOOLS TO EXPLORE LOCAL HABITATS LIKE FORESTS OR WETLANDS. DOCUMENT OBSERVATIONS THROUGH SKETCHES, NOTES, OR SCREENSHOTS.

**RESEARCH PROJECTS:** INVESTIGATE LOCAL SPECIES AND THEIR HABITATS, NOTING HOW ENVIRONMENTAL CONDITIONS SUPPORT THEM.

**PRESENTATIONS:** CREATE POSTERS OR PRESENTATIONS ABOUT LOCAL HABITATS AND SPECIES FOR THE STEM FAIR.

**DISCUSSION:** DISCUSS HOW HUMAN ACTIVITIES AFFECT LOCAL HABITATS AND THE EFFORTS TO MITIGATE THESE IMPACTS, SUCH AS GREEN SPACES, POLLUTION CONTROLS, AND CONSERVATION PRACTICES BY DISTRICTS.

**CONSERVATION EFFORTS:** LEARN ABOUT SOIL AND WATER CONSERVATION PRACTICES, INCLUDING EROSION CONTROL AND HABITAT RESTORATION, AND THEIR ROLE IN PROTECTING LOCAL HABITATS.

**COMMUNITY INVOLVEMENT:** EXPLORE WAYS STUDENTS AND FAMILIES CAN PARTICIPATE IN LOCAL CONSERVATION, LIKE CLEAN-UP EVENTS OR SUPPORTING CONSERVATION ORGANIZATIONS.

## 5TH GRADE: THE WATER CYCLE AND ITS IMPACT ON HABITATS

**Focus:** Understand the water cycle and its effects on various habitats.

**Activities:** Create a model or diagram of the water cycle, including processes like evaporation, condensation, precipitation, and runoff. Conduct experiments to observe how changes in water availability impact plant growth and habitat conditions.

**Experiments:** Perform simple experiments to simulate how water availability affects different habitats, such as growing plants under various watering conditions.

**Case Studies:** Analyze real-world examples of how water cycle changes, such as droughts or floods, impact different ecosystems.

**Discussion:** Impact on Habitats: Examine how changes in water levels affect habitats such as wetlands, forests, and deserts. Discuss the consequences for plants and animals when water availability is altered.

**Conservation Efforts:** Explore how conservation practices, including watershed management and non-point source pollution control, help maintain clean and abundant water sources. Emphasize the importance of these efforts for both human use and natural ecosystems.

**Personal Actions:** Discuss how students can contribute to water conservation at home and in their communities, such as reducing water waste and supporting local water protection initiatives.

## 6TH GRADE: FOOD CHAINS AND FOOD WEBS

**Focus:** Study how energy flows through ecosystems via food chains and food webs.

**Activities:** Construct food chains and food webs using local or familiar species. (see our 2024 May the Forest be With you, Always” education guide lesson plans. Use simulations or interactive games to illustrate how energy transfers from producers to consumers and decomposers.

**Discussion:** Analyze how disruptions in soil health (erosion or contamination) and water quality (non-point source pollution) can affect food chains and food webs. Discuss how these disruptions can lead to imbalances in ecosystems and impact the survival of different species. Explore conservation strategies that help preserve food web integrity, such as habitat restoration and pollution reduction.

## 7TH GRADE: SOIL COMPOSITION AND ITS ROLE IN ECOSYSTEMS

**Focus:** Investigate different soil types, their properties, and their role in supporting plant and animal life.

**Activities:** Conduct soil tests to examine soil texture, pH, and nutrient content. Create soil profiles and analyze how different soils support various types of vegetation and wildlife.

**Discussion:** Discuss the role of soil in ecosystems, including how it provides nutrients for plants and habitats for organisms like insects and microbes. Explore how soil conservation practices, such as erosion control, composting, and sustainable farming, help maintain soil health and prevent degradation. Emphasize the connection between healthy soil and vibrant ecosystems.

**Research Project:** Reach out to Natural Resource Conservation Service (NRCS) soil scientists from across the United States to request clean soil samples where allowable.

## 8TH GRADE: HUMAN IMPACT ON HABITATS AND CONSERVATION STRATEGIES

**Focus:** Analyze the impact of human activities on habitats and ecosystems and study effective conservation strategies.

**Activities:** Research and present case studies on human impacts, such as invasive species and non-point source pollution. Simulate or model these impacts on ecosystems and explore potential solutions.

**Discussion:** Incorporate information from NACD Climate Smart initiatives to understand current practices. Evaluate soil and water conservation districts' efforts in addressing environmental issues and promoting best management practices. Explore strategies like habitat restoration, conservation easements, and community outreach programs. Discuss ways individuals and communities can contribute to conservation efforts and support policies that protect natural resources.

## DO CONSERVATION DISTRICTS HAVE PERMISSION TO USE NACD LOGOS?

**Yes! However there are some guidelines to follow.**

NACD Stewardship Week and Conservation “C” logos among are the most visible assets we have as an organization. Their designs are memorable and classic, and foundational to our brand identity. Help us maintain the effectiveness of NACD’s Conservation “C” and Stewardship Week logos by using them consistently and correctly, as laid out in the guidelines below.

### **Users may not:**

- Recreate the logos.
- Remove or replace the logos on printed materials.
- Place your district logo in place of the NACD logo (you can add it alongside).
- Stretch, compress, or distort the logos.
- Use screenshots for print publications.
- Enlarge the logos to the point of becoming grainy or distorted.
- Add elements or lines to the logos.
- Modify the logo colors.

**When in doubt, or if you need help please reach out to us! If you have questions about appropriate applications for NACD logos, please contact the**

**NACD Communications Team: [info@nacdnet.org](mailto:info@nacdnet.org)**



National Association of  
Conservation Districts



The NACD Stewardship and Education Program offers conservation districts resources to educate K-8th grade students about conservation and environmental stewardship using interactive activities. For students in grades 9-12 or in states where applicable for 5-8th grade, we encourage districts to include Envirothon in their educational programs.

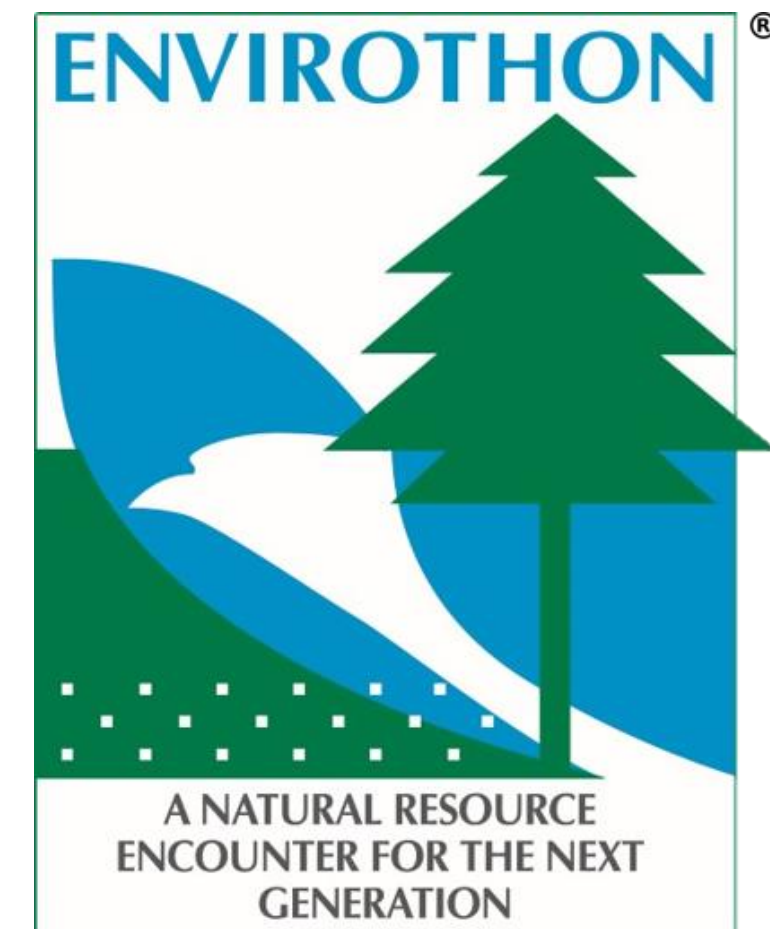
The **NCF-Envirothon** is a prestigious STEM competition that provides high school students with hands-on education in conservation and environmental management through team-based challenges.

This competition offers students a unique opportunity to delve into real-world environmental issues and gain practical experience in fields such as soil science, aquatic ecology, forestry, and wildlife management.

By participating in, sponsoring, and promoting Envirothon, districts play a crucial role in enhancing students' understanding of conservation while preparing them for future careers in environmental science. Engaging with Envirothon helps foster a deeper appreciation for the natural world and equips students with the skills and knowledge to become the next generation of environmental leaders.

**NCF**

National Conservation Foundation



SCAN  
ME

Learn more at [envirothon.org](https://envirothon.org)!



**“The land ethic simply enlarges the boundaries of the community to include soils, waters, plants, and animals, or collectively: the land.”**  
**Aldo Leopold**



Leopold (1887-1948) was a prominent American ecologist, forester, and environmentalist known for his influential work in conservation.

[Leopold Conservation Award Program](https://sandcountyfoundation.org)  
[sandcountyfoundation.org](https://sandcountyfoundation.org)

# ***QUESTIONS?***

We enjoy connecting with district staff, and hope to hear from you! Let's connect.



**[stewardship@nacdnet.org](mailto:stewardship@nacdnet.org)**