



COMMUNICATIONS TOOLKIT

OVERVIEW

The National Center for Appropriate Technology's (NCAT) Soil for Water project is connecting farmers, ranchers, and land managers across the United States who are taking steps to catch and hold more water in the soil. Soil for Water is a free, voluntary community with network benefits, access to practical resources, and valuable real-time connections with regenerators.

GOALS

- Increase awareness of the Soil for Water project
- Increase Soil for Water network membership
- Increase participation in the Soil for Water Forum
- Populate the new Regenerator's Atlas of America

KEY MESSAGES

- The National Center for Appropriate Technology's (NCAT) Soil for Water network is now available to all commercial farmers, ranchers, and land managers across the United States who are taking steps to **catch and hold more water in the soil**. Network benefits include access to practical resources, facilitated connections, discounted soil testing, and free attendance to NCAT's annual Soil Health Innovations Conference.
- Soil for Water is a **free, voluntary** program that aims to connect farmers, ranchers, and land managers who are interested in management practices that improve soil health, catch more water in the soil, reduce erosion, sustain diverse plant and animal life, and filter out pollutants.
- Soil for Water is connecting seasoned regenerative producers, researchers, experts, and beginning regenerators in real-time through an online **Forum**.
- Soil for Water's **Regenerator's Atlas of America** is an interactive tool to connect regenerative farmers, ranchers, land managers, and trusted experts across the United States. Plant your flag on the Atlas to increase visibility, open new markets, and connect with producers to learn how they're catching and holding more water in the soil.
- The Soil for Water project is about building lasting infrastructure and connecting dynamic agricultural producers who will make farms, ranches, and communities more resilient in the face of persistent drought and other natural disasters. It's incremental progress that will take time to

fully realize, but the Soil for Water project will be a key player in regenerating and making more resilient farms and ranches across America.

BACKGROUND

- The Soil for Water project grew out of the western megadrought, which puts a strain on agricultural producers across the country. The effort is combining the use of appropriate technology, peer-to-peer learning, and adaptive management to encourage the adoption of regenerative agricultural practices.
- The National Center for Appropriate Technology is a trusted, practical, connector. Since 1976, NCAT has provided relevant information, individualized technical assistance, and in-depth resources to support sustainable agriculture and accessible energy solutions. We facilitate meaningful connections among sustainable agriculture and energy producers to create lasting change.

SAMPLE WEBSITE OR NEWSLETTER COPY

The National Center for Appropriate Technology's (NCAT) [Soil for Water](https://soilforwater.org) network is now available to all commercial farmers, ranchers, and land managers across the United States who are taking steps to catch and hold more water in the soil. This free, voluntary community is connecting regenerative producers with access to practical resources and meaningful connections with regenerators.

- **Join the Network!** Benefits include access to practical resources, facilitated connections, discounted soil testing, and free attendance to NCAT's annual Soil Health Innovations Conference.
- **Connect at the Forum!** Connect with seasoned regenerative producers, researchers, experts, and beginning regenerators in real-time.
- **Plant your Atlas Flag!** The Regenerator's Atlas of America is an interactive tool to connect regenerative farmers, ranchers, land managers, and trusted experts across the United States. Plant your flag on the Atlas to increase visibility, open new markets, and connect with producers to learn how they're catching and holding more water in the soil.

[WEBSITE OR NEWSLETTER BUTTON – LINK TO <https://soilforwater.org>]



SAMPLE SOCIAL MEDIA POSTS

- Join the National Center for Appropriate Technology's [tag @ncat_org] Soil for Water network to access practical resources, connect with fellow regenerators, and get free attendance to NCAT's annual Soil Health Innovations Conference. Learn more at SOILFORWATER.ORG.

- Plant your flag on the brand-new Regenerator’s Atlas of America! The National Center for Appropriate Technology’s [tag @ncat_org] Soil for Water project is connecting regenerators through this interactive atlas. Open new markets and connect with farmers, ranchers, and land managers who are taking steps to catch and hold more water in the soil at SOILFORWATER.ORG.
- Connect with seasoned regenerators, beginning farmers and ranchers, soil health experts, and the team at the National Center for Appropriate Technology [tag @ncat_org] through its new Soil for Water Forum. Join the conversation today at SOILFORWATER.ORG.
- “If we’re going to be successful ranching in the long-term, we need to do a better job working together with other ranchers and learn how to do things regeneratively and profitably,” Montana rancher Dusty Emond explains in the new Soil for Water short film by the National Center for Appropriate Technology [tag]. Watch the film and learn more about the Soil for Water effort to catch and hold more water in the soil:
https://www.youtube.com/watch?v=eISHeSedx_E
- “Your soil health is going to keep you in business. If you take care of your soil, the land will give back to you.” Tina Weldon and her partner Orion of [TerraPurezza](#) are among a growing network of farmers, ranchers, and land managers who are taking steps to catch and hold more water in the soil. Watch the film and learn more about the Soil for Water effort to catch and hold more water in the soil: https://www.youtube.com/watch?v=eISHeSedx_E
- “We have forgotten that it starts with what is beneath our feet,” Dr. Allen Williams of Understanding Ag says in the new Soil for Water film. Watch the film and join the Soil for Water effort to catch and hold more water in the soil:
https://www.youtube.com/watch?v=eISHeSedx_E

NCAT SOCIAL HANDLES + TAGS:

<https://www.facebook.com/NCAT.ORG>

https://www.instagram.com/ncat_org/

https://twitter.com/NCAT_ORG

#ncat #attra #soilforwater

CREATIVE

Official RGB full-color hi-resolution logo with transparent background



Website or newsletter banner



Video



https://www.youtube.com/watch?v=eISHeSedx_E

Social media, newsletter, or website graphics

JOIN THE SOIL FOR WATER NETWORK

Benefits include access to practical resources, facilitated connections, discounted soil testing, and free attendance to NCAT's annual Soil Health Innovations Conference.



SOILFORWATER.ORG



CONNECT AT THE FORUM

Connect with seasoned regenerative producers, researchers, experts, and beginning regenerators in real-time.

CONNECT

SOILFORWATER.ORG

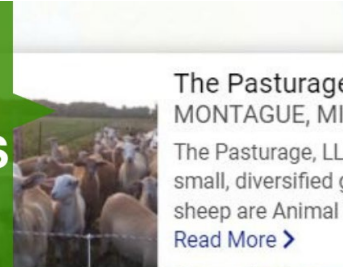


REGENERATOR'S ATLAS OF AMERICA

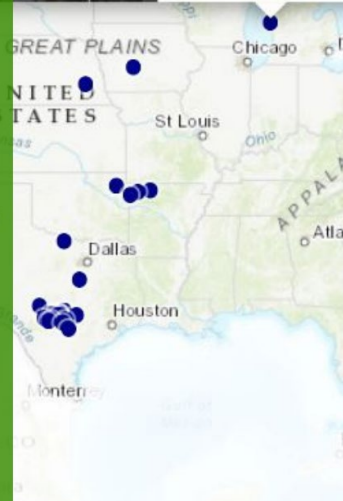
An interactive tool to connect regenerative farmers, ranchers, land managers, and trusted experts across the U.S. Plant your flag on the Atlas to increase visibility, open new markets, and connect with producers.

PLANT YOUR FLAG

SOILFORWATER.ORG



The Pastorage MONTAGUE, MI
The Pastorage, LLC small, diversified grass sheep are Animal
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SOILFORWATER.ORG

SOIL FOR WATER

Working to capture and hold more water in the soil



JOIN THE NETWORK

Our peer-to-peer network is a free, voluntary program to connect farmers and ranchers who are interested in regenerative practices



CONNECT AT THE FORUM

Chat with other farmers, ranchers, and land managers who are taking steps to catch and hold more water in the soil



PUT A FLAG ON THE ATLAS

Tell others about your operation on our searchable map that is publicly available



ATTEND LEARNING EVENTS

Check our calendar for virtual and in-person events with leaders in regenerative agriculture



Soil for Water, a program of the National Center for Appropriate Technology, is building a dynamic community of people curious about water and soil practices that create resilient, profitable agricultural systems. We look for these practices in the experiential wisdom of longtime producers, innovative ideas from beginning farmers, traditional indigenous knowledge, and cutting-edge science.

We seek and welcome collaboration with groups and individuals that share our mission. Please join us in catching and holding more water in the soil.



SOIL FOR WATER



soilforwater@ncat.org