Sustaining Family Forests Initiative

A collaboration between the Yale School of Forestry & Environmental Studies, the U.S. Forest Service, and the Center for Nonprofit Strategies

**Call for Proposals: Tools for Engaging Landowners Effectively Workshops**

For some time now, the Sustaining Family Forests Initiative has been working to develop and promote landowner outreach tools and educational programs for natural resource professionals. We are very excited to announce that we have recently received additional funding from the U.S Forest Service which has allowed us to expand the TELE (Tools for Engaging Landowners Effectively) Program.  TELE is a research and education program that enhances the ability of natural resource professionals to reach more family woodland owners with effective messages, services and programs. This is accomplished by using the principals of social marketing – namely understanding the attitudes, values and preferences of landowners in order to tailor communication, services, and programs.

Since 2010, SFFI has trained over 700 natural resource professionals in landowner outreach. These professionals work in 24 states and represent 300 organizations, primarily state natural resource agencies and their conservation and stewardship partners.

With this new funding, we are planning to conduct 8 TELE workshops in 2016 - 17, to train organizations on effective landowner outreach using social marketing techniques and landowner attitudinal data from the 2013 National Woodland Owner Survey. We are looking for places where existing (can be newly formed) partnerships are working towards a common goal in a particular area that involves woodland owner outreach as part of their strategy/plan. We are particularly interested in working with the following:

* Partnerships consisting of both government and private organizations (e.g. state agencies and land trusts, watershed associations, etc.).
* Partnerships with clear ideas about what they want to accomplish together and resources to carry them out.

If you are interested in hosting one of the workshops please let us know by November 6. A short application is on the following page.  Please send your application to [emma.kravet@yale.edu](mailto:emma.kravet@yale.edu). For more information about TELE, please go to sffi.yale.edu or [www.engaginglandowners.org](http://www.engaginglandowners.org).

**Expression of Interest in Hosting a TELE Workshop**

**Names of Proposing Organization(s)**

1. Describe the landowner outreach programs/projects that you will be working on, including the program objectives. You can work on up to 3 projects in the workshop.
2. Who are the partners involved? Is this an existing or newly formed partnership?
3. Do you have the funds/resources in hand to carry out the program/project? Does this include evaluation?
4. Who would be the primary contact for us to work with?
5. Do you have any funds to contribute to the workshop? This is not necessary, but if we can leverage other funds, we will be able to work with more groups.