**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 Workshop**

The Sustaining Family Forests Initiative (SFFI) works to develop and promote landowner outreach tools and educational programs for natural resource professionals. SFFI has recently been awarded funding from the U.S. Forest Service to offer a new round of the Tools for Engaging Landowners Effectively (TELE) workshops. 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 950 natural resource professionals in landowner outreach. These professionals work in 25 states and represent over 330 organizations, primarily state natural resource agencies and their conservation and stewardship partners.

With this new funding, we are able to conduct 12 TELE workshops in 2017-2018, to train individuals and 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 toward a common goal in a particular area that involves woodland owner outreach and behavior change as part of the strategy. 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 well-defined landscape or watershed-level projects geared toward landowner action, clear ideas about what they want to accomplish together, and resources to carry them out.

If you are interested in hosting one of these workshops, please complete the below application and submit it to Katherine Hollins ([katherine.hollins@yale.edu)](mailto:katherine.hollins@yale.edu)) by **Friday May 19, 2017.** For more information about TELE, please go to [sffi.yale.edu](http://sffi.yale.edu/) or [www.engaginglandowners.org](http://www.engaginglandowners.org).

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

**Name of Proposing Organization(s):**

**Primary Contact:**

**Name:**

**Title:**

**Organization:**

**Phone:**

**Email**:

1. **Describe the landowner outreach program(s) you will be working on (up to three). For each program, include:**
   1. **What are the main program objectives? (including the action you want landowners to take and the landscape goal)**
   2. **Who are the partners involved?**
   3. **How long has the partnership existed?**
   4. **What funds/resources do you have in hand to carry out the program/project? Does this include evaluation?**
2. **Do you have the ability to coordinate and pay for workshop logistics, including managing attendance, workshop venue/supplies, and coffee/snacks/lunches for two days? (Please see “**[**TELE Workshop Host Info**](http://sffi.yale.edu/sites/default/files/tele_workshop_host_info_4.12.17.pdf)**” document for more details).**