

TELE

Tools for Engaging Landowners Effectively



Sustaining Family Forests Initiative

www.engaginglandowners.org



The Sustaining Family Forests Initiative is a collaboration of government agencies, NGOs, certification systems, landowner groups, businesses, and universities organized to gain comprehensive knowledge about family forest owners (10–999 acres) in the United States.

Family forests are perhaps the last frontier in which to implement long-term sustainability concepts, and they are the forests most at risk of being fragmented and converted for development. Decisions made by large numbers of small private landowners collectively enhance or degrade the landscape. How they manage their forests and whether or not they convert them to other uses is of significant public interest.

However, current evidence and opinion is that most individual landowners are not reached with credible, useful, and compelling information and services.

The **SFFI** has taken advantage of the wealth of information from the ***National Woodland Owner Survey*** database, linking this tremendous resource on

forest owners with demographic and behavior information. The **Tools for Engaging Landowners Effectively (TELE)** web site helps natural resource professionals engage more family forest owners in a meaningful conversation about their woods.

Most natural resource professionals know that one-on-one conversations with landowners are the best way to influence them.

The initiative is being led by a management team, with the support of an ad hoc advisory committee of diverse stakeholders. The Yale Program on Private Forests and the USDA Forest Service Family Forest Research Center administer it collaboratively.



This is because we intuitively tailor our conversations to the knowledge level, values and style of our conversation partners. We mirror their language, reflect their values, and try to build on the common ground we share with them.

TELE will help you do the same thing on a larger scale. It offers data and techniques to help you target your outreach activities to specific types of landowners. This will allow you to speak more meaningfully and persuasively to landowners, thus improving the outcomes of your outreach.

Take advantage of this resource to create efficient, targeted messages to family forest owners.



TELE has identified four types of landowners based on their reasons for owning woodlands (as reported in the National Woodland Owner Survey)



Woodland Retreat owners place high importance on lifestyle and amenity reasons for owning woods. They own their land primarily for its beauty and recreational value. These landowners are the largest segment, constituting 40% of all woodland owners and own 35% of total family forestland.

Key Motivations

- Stewardship ethic
- Natural beauty & wildlife protection
- Enjoyment of woods with family members, e.g., hiking, camping, fishing

Barriers to Action

- Lack of knowledge and inability to prioritize recommendations
- Perception that woods should be “left to themselves”
- Financial constraints
- Lack of confidence and fear of taking actions that will damage woods



Working the Land owners are best described as pragmatic individuals who have a strong and multifaceted interest in their land. They assign high importance to both lifestyle and financial reasons for owning woods. These landowners are the second largest segment, constituting 30% of all woodland owners and holding 37% of total family forestland.

Key Motivations

- Preserving ecological health & financial value of land
- An ethic of respectful & judicious land use
- Recreation (hunting, fishing)

Barriers to Action

- Fixed ideas about what is good for their woods—feel they know best
- Mistrust of authority & expertise, and anyone who is promoting a particular ideology or interest



Supplemental Income landowners primarily own their land for investment and income purposes, rather than aesthetic, lifestyle, conservation, or recreational reasons. They also assign low ratings to personal uses of woodland, such as collecting firewood or non-timber products. They make up 8% of all woodland owners and own 12% of total family forestland.

Key Motivations

- Financial, *i.e.*, timber income
- Keeping land intact for heirs
- Reducing taxes & liabilities

Barriers to Action

- Cost-benefit analysis may not yield sufficient benefits
- Perceived restrictions on land use rights



Uninvolved owners give low importance ratings to all of the reasons for owning woods. They are just that – uninvolved, because they are neither motivated by timber income, nor particularly interested in the recreational or aesthetic benefits of owning their land. They make up 22% of all woodland owners and own 16% of total family forestland.

Key Motivations

- Investment value of land
- Reduce taxes & land-management hassles
- Keeping land intact for heirs

Barriers to Action

- Lack of interest & knowledge
- Perceived value of woodland
- Perceived restrictions on land use rights

The Prime Prospect Analysis

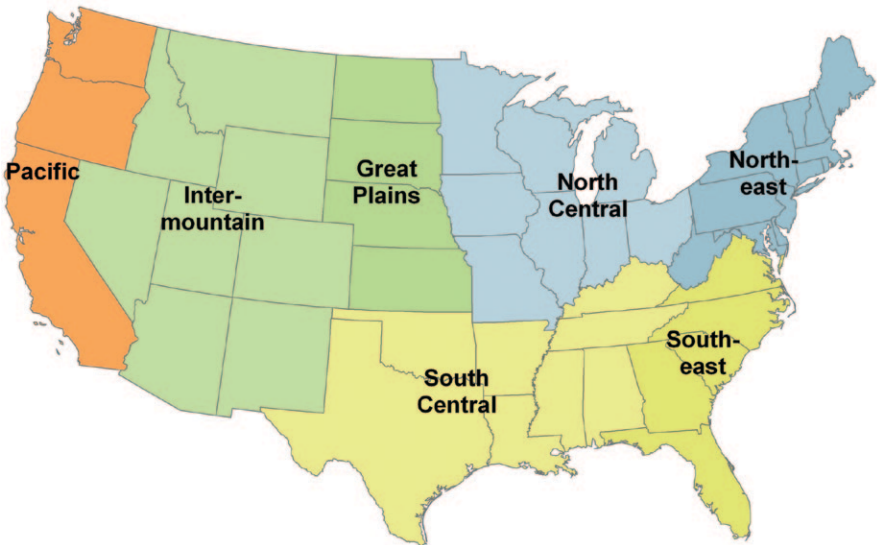


Prime Prospects are landowners who have a stewardship mindset but are not engaged in managing their woods (e.g., they don't have management plans, they don't consult foresters, and they don't participate in programs such as cost-shares and easements).

Understanding what proportion of landowners in your region fall into this category will help you see how many people you can expect to influence. According to NWOS data, 66% of landowners nationwide are Prime Prospects.

Landowner Profiles

Our landowner profiles are further broken down by geographic area. You can look, for example, at a national overview of all woodland retreat owners, or narrow your search by region, sub-region, or even state, to ensure your messages are targeted to the right audience.



Sustaining Family Forests Initiative

There are about 4 million* individuals, families and trusts who own 32% of all forestland from 10 to 999 acres in the continental US — a total of 198 million acres. America's family forest owners are a diverse mix of people who have many and varied reasons for owning land. They include rugged timber men, country folk, urbanites, farmers, environmentalists, avid hunters, overworked professionals, and a host of others. To help make sense of these differences, the Sustaining Family Forests Initiative has developed a practical set of tools to help conservation and forestry professionals reach more landowners with effective stewardship messages and develop programs that serve the needs and values of the landowners.

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*All data in this brochure pertain to people who own between of 10–999 acres of woodland

TELE

Tools for Engaging Landowners Effectively



A new outreach approach

- Why targeted marketing makes a difference

New landowner research

- Profiles of the main types of landowners

Make your new plan

- Step-by-step tool to make & save your plan

Visit TELE today to plan your targeted outreach campaign!



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Tune in to TELE – www.engaginglandowners.org