

Sustaining Family Forests Initiative

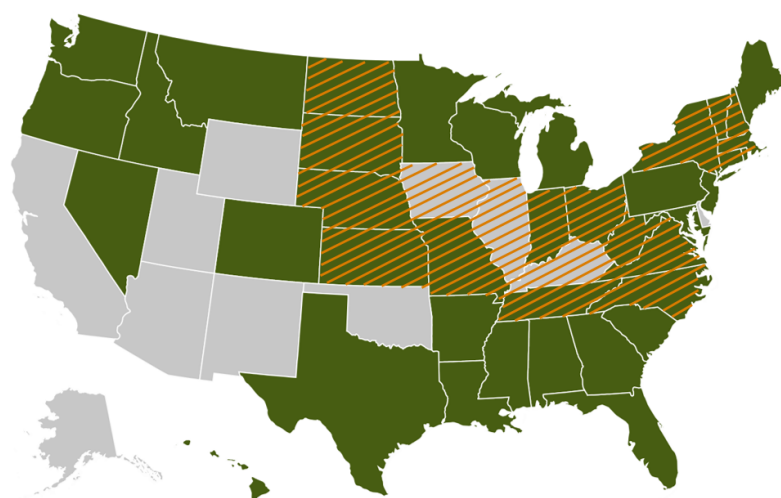


Formed in 2004, the **Sustaining Family Forests Initiative (SFFI)** addresses the challenge of engaging family forest owners to take actions to conserve and sustainably manage their land.

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

Since its launch in 2010, SFFI's flagship program, **Tools for Engaging Landowners Effectively (TELE)** has been delivering trainings and resources that increase the capacity of natural resource professionals to engage private landowners to better achieve conservation and land management goals.

By the end of 2018, TELE will have trained more than **1,400** natural resource professionals representing more than **500** organizations from **39** states at our workshops.



SFFI supports natural resource professionals across the country through 2-day TELE workshops and intensive project support

■ Served by TELE workshops

▨ Intensive project support

An average project applying the TELE method results in

13,000+

acres of land impacted

400+

landowners taking action

18%

of target audience engaged to take action

How we're affecting the landscape

In a recent survey of TELE graduates (N = 204), 68% reported having applied the TELE methodology to a project after attending a workshop. This covers more than **120 unique projects**. Of those, 80 respondents included project outcomes, cumulatively reporting more than **15,000 landowners** taking action on more than **730,000 acres** of land. These reports are from a representative sample of only 15% of TELE graduates, indicating that the application and impact of TELE is much greater.

Our impact is multiplied by our graduates

60

60 TELE graduates have received additional training to help lead their organizations and partnerships in using TELE techniques.

30+

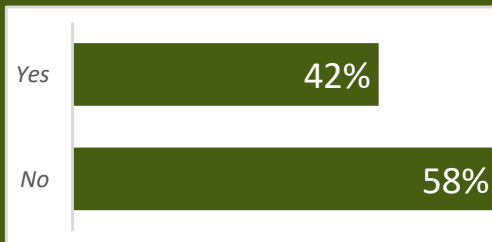
TELE graduates have given **more than 30** presentations about TELE principles throughout the country.

75%

Of 167 survey respondents, **75%** report that they have shared TELE principles with their colleagues.

Sharing resources and insights

Many organizations continue to struggle with monitoring and evaluation of their outreach. To address this issue, SFFI is launching a series of articles highlighting successful evaluation efforts and the value they provide to partnerships. We are also working on a framework to help organizations better integrate tracking into their efforts during program development.



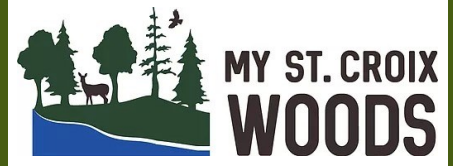
Left: Responses to the survey question, "Are you conducting strategic monitoring and evaluation of your outreach and its outcomes?" N = 179

Looking forward

We continue to work with constituents to address emerging issues by

- Creating tools and support networks for TELE graduates to successfully lead partnerships in implementing the TELE methodology
- Piloting strategic planning workshops to guide landscape scale partnerships in setting goals and addressing challenges
- Building capacity around working with underserved landowner populations through research, workshops, and resource development

Snapshot: Look inside a project applying TELE principles



My St. Croix Woods is a collaborative program led by St. Croix River Association with the goal of improving and maintaining forest health to protect the more than **2 million acre** greater St. Croix River watershed.

35+ partners

650,000+ acres of public and private land in the target area

1,420 landowners targeted

285 responding

20% engagement rate

5,000+ acres of family forest directly impacted

Our landowner outreach program had the benefit of being built on the foundations of the TELE model. Our audience targeting, messaging, developed materials, and outreach and interaction strategies have all been based upon TELE principles. We credit much of the program's success thus far to this foundation.

Nicole Butler

Forestry Program Coordinator
St. Croix River Association

Sustaining Family Forests Initiative is a partnership of

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