



Tools for Engaging Landowners Effectively

Knowing Your Audience Makes for Better Results



The Sustaining Family Forests Initiative

A collaboration

Government ~ Industry ~
Conservation Organizations
Certifications Systems ~
Landowners ~ Academics



The Sustaining Family Forests Initiative

Keeping forests as forests
and
Good forest stewardship



The Sustaining Family Forests Initiative

Leaders (current in bold)

Bill Banzhaf – Sustainable Forestry Board

Brett Butler – USDA Forest Service

Bob Fledderman – MeadWestvaco

Dave Gerhardt – MeadWestvaco

Tom Martin – American Forest Foundation

Eric Norland – USDA, National Institute of Food and Agriculture

Mary Tyrrell – Yale Program on Private Forests

Scott Wallinger – MeadWestvaco

Larry Wiseman – American Forest Foundation

With a ~50 member advisory committee

Sponsors

American Forest Foundation

Edward C. Armbrrecht Jr. Family Fund

Edmund F. and Virginia B. Ball Foundation

MeadWestvaco

Surdna Foundation

USDA Forest Service

Yale Global Institute of Sustainable Forestry

Contributors

American Forest & Paper Association

Fletcher Foundation

International Paper

The Johnson Foundation

Lowes

Massachusetts DCR

The Nature Conservancy

Potlatch

States of Illinois, Indiana, Iowa, Missouri, Ohio & West Virginia

University of Wisconsin Extension

USDA NRCS

Weyerhaeuser

Yale Program on Strategies for the Future of Conservation



Lessons from Social Marketing Research

Mary Tyrrell, Yale Program on Private Forests

Brett Butler, USDA Forest Service

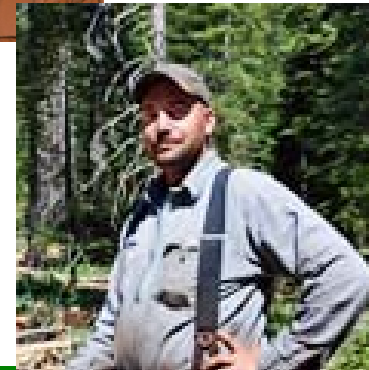
Purnima Chawla, Center for Nonprofit Strategies

Ravi Singh, Center for Nonprofit Strategies

Geoff Feinberg, Roper Public Affairs & Media

Judy Langer, Langer Qualitative





**Your woodlands are valuable
– plan for their future**

**Do Right by your
Family and your Land**

Get help with a Stewardship plan

**A sustainable harvest
– good for you and the
forest**

**Don't make costly
mistakes – get
advice from a
professional**

Healthy Woods

**Keep your woods
beautiful and valuable
for wildlife**

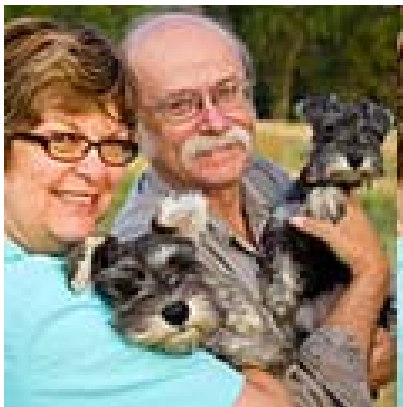
**Respect the land – use
it wisely**

**Enjoy your
woodland –
keep it healthy**



Who are the 4.2 million people who own 200 million acres of America's forests???

Woodland Retreat



Supplemental Income



Working the Land



Uninvolved



Woodland Retreat Owners



US:	44%
No. East:	52%
Maine:	50%

Key Motivations

Stewardship ethic

Natural beauty and wildlife protection

Enjoyment of woods with family members,
e.g., hiking, camping, fishing



Woodland Retreat Owners

Messages that Appeal

Healthy Woods

Wildlife

Conservation

Recreation

Protect their land for the future



Woodland Retreat Owners

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



Key Motivations

Preserving ecological health and financial value of land

An ethic of respectful and judicious land use

Recreation, including hunting

US:	31%
No. East:	27%
Maine:	29%



Working the Land Owners

Messages that Appeal

Healthy Woods

Financial Benefits

Recreation

Getting value for timber

Harvests that leave the land in
good shape



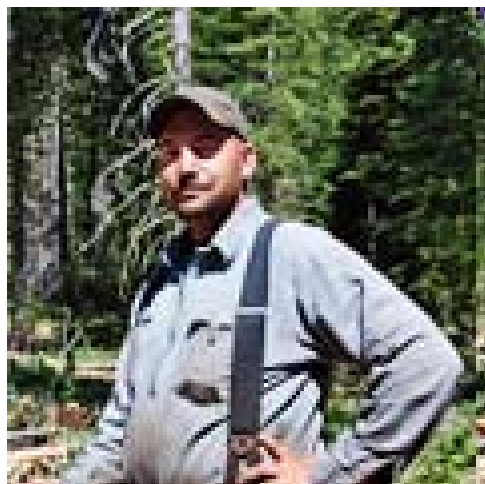
Barriers to Action

Fixed ideas about what is good for their woods—feel they know best

Mistrust of authority and expertise, and anyone who is promoting a particular ideology or interest



Supplemental Income Owners



Key Motivations

Financial, either timber income or investment

Keeping land intact for heirs

Reducing taxes and other liabilities

US:	8%
No. East:	8%
Maine:	10%



Supplemental Income Owners

Messages that Appeal

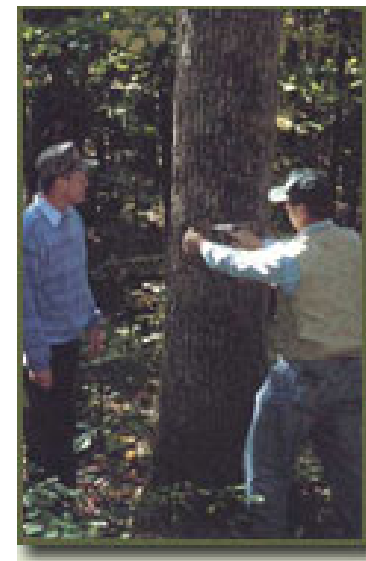
Financial benefits

Good land management practices

Invest in professional advice

Cost-share and other incentive programs

Profit from the land – maximize value for future generations



Supplemental Income Owners

Barriers to Action

Cost-benefit analysis may not yield sufficient benefits

Perceived restrictions on land use rights



Uninvolved Owners



US:	18%
No. East:	13%
Maine:	12%

Key Motivations

?????

Investment value of land

Reducing taxes and land-management hassles

Keeping land intact for heirs



Uninvolved Owners

Messages that May Appeal

???????

Programs aimed at farm and forest

Financial benefit with little
investment of time or attention



Uninvolved Owners

Barriers to Action

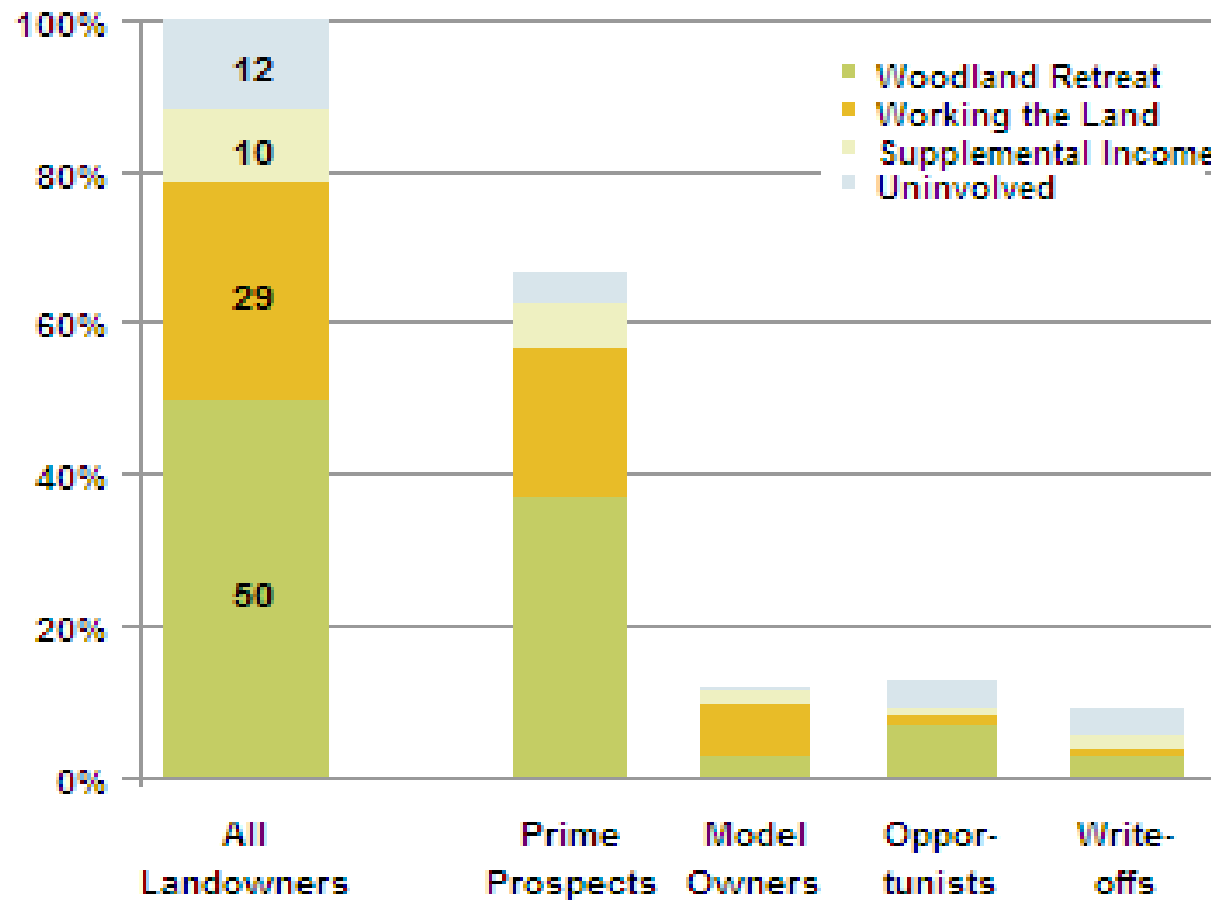
Lack of interest and knowledge

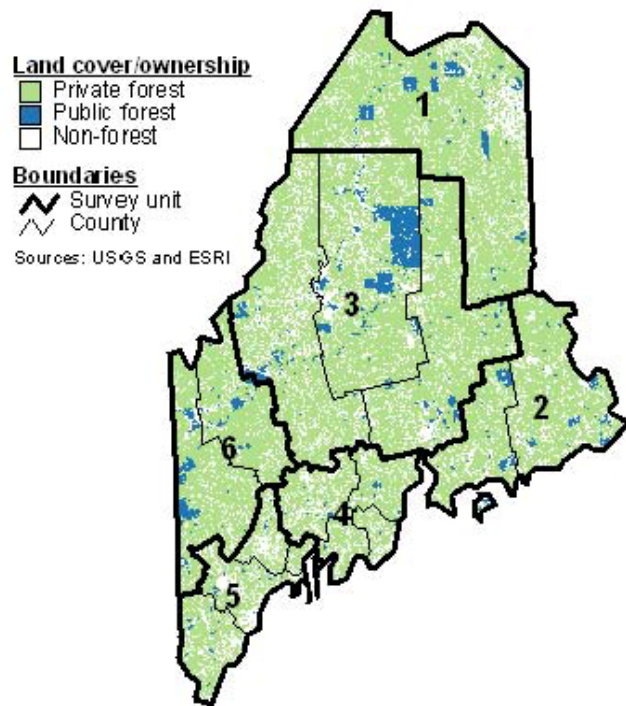
Perceived value of woodland

Perceived restrictions on land use rights



Maine Landowner Types





1 - Aroostook

39% Woodland Retreat
 39% Working the Land
 11% Supplemental Income
 10% Uninvolved

2 - Hancock and Washington

46% Woodland Retreat
 33% Working the Land
 8% Supplemental Income
 13% Uninvolved

3 – Penobscot, Somerset and Piscataquis

52% Woodland Retreat
 31% Working the Land
 7% Supplemental Income
 10% Uninvolved

5 – Casco Bay

45% Woodland Retreat
 30% Working the Land
 11% Supplemental Income
 15% Uninvolved

6 – Western Maine

46% Woodland Retreat
 32% Working the Land
 14% Supplemental Income
 8% Uninvolved

4 – Capitol Region

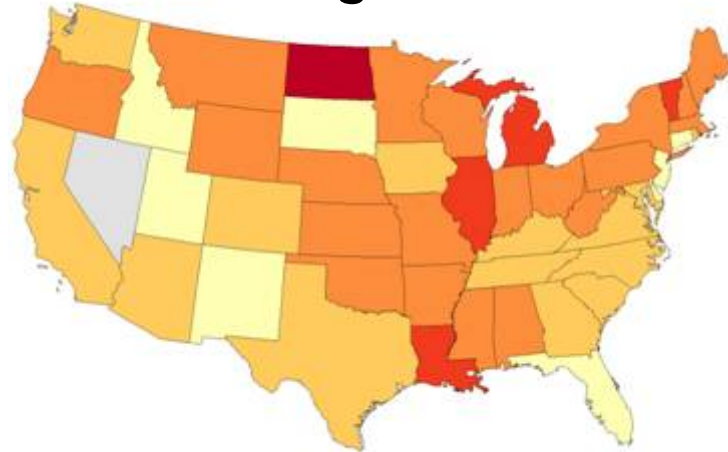
52% Woodland Retreat
 24% Working the Land
 9% Supplemental Income
 15% Uninvolved

Attitudinal Segmentation

Woodland Retreat



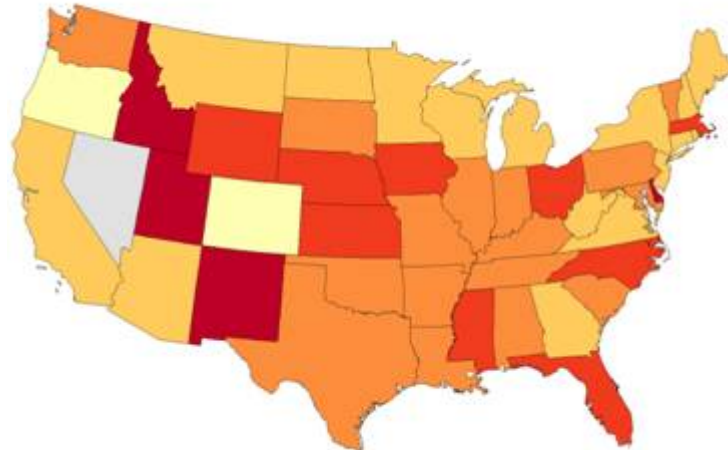
Working the Land



Supplemental Income



Uninvolved

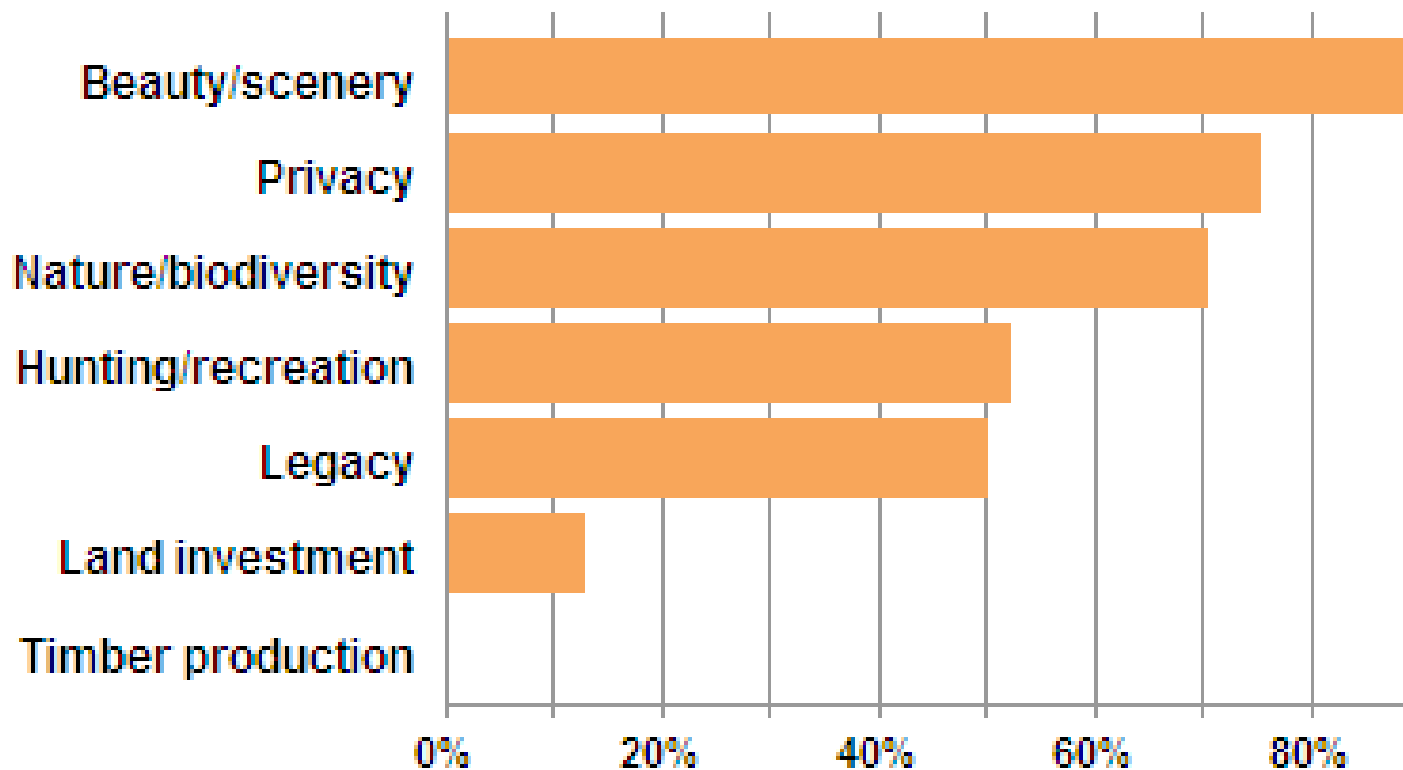


% of Owners



Maine Woodland Retreat Owners

Reasons for Owning



Maine Woodland Retreat Owners

11% are new owners

(acquired woodland less than 5 years ago)

30% are absentee owners

(live more than 1 mile from their woods)

5% have a farm attached to their woodland

42% have removed trees for timber

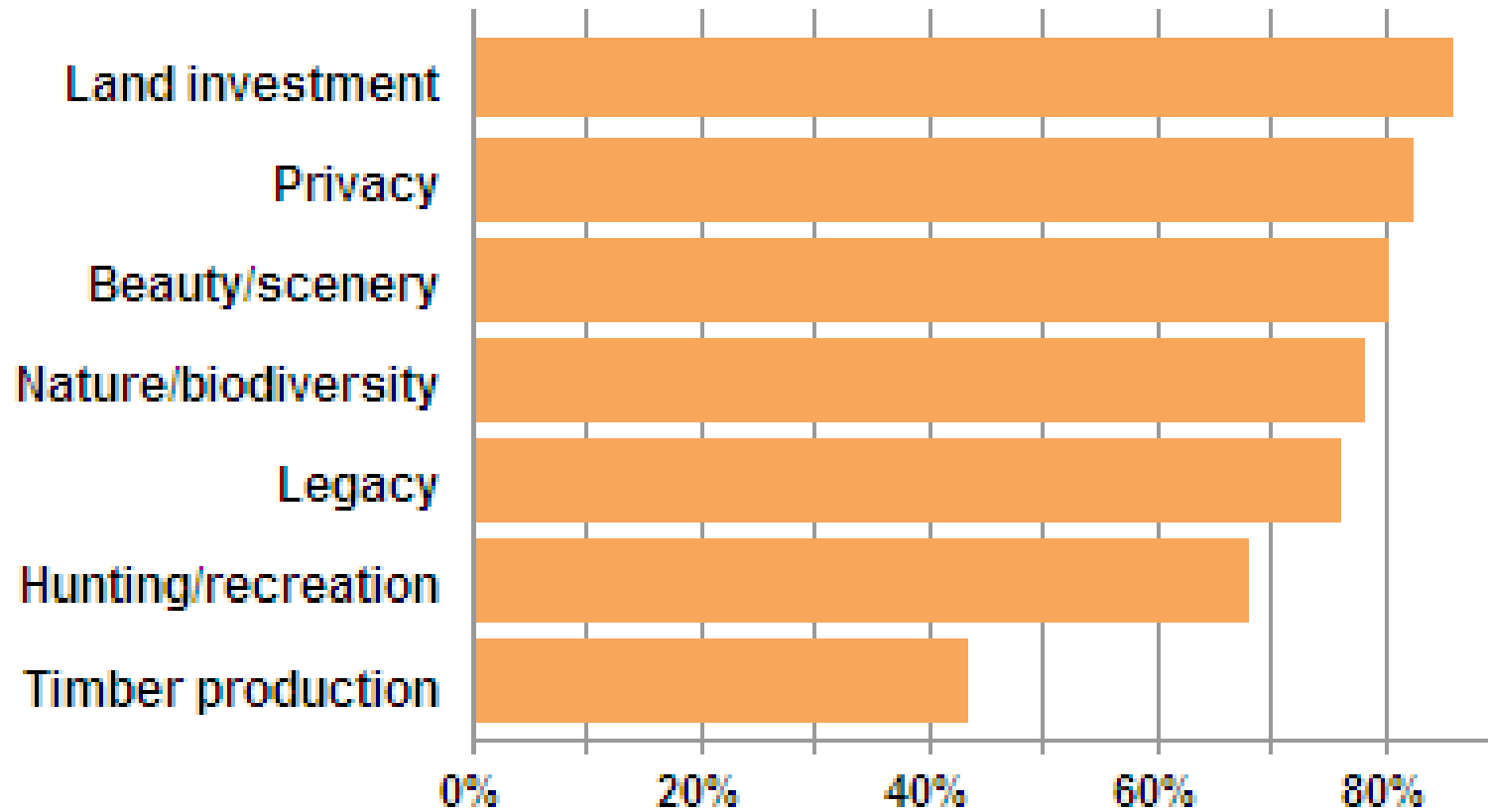
25% have sought advice or information on woodland management

12% have a land management plan

2% have a conservation easement



Maine Working the Land Owners



Maine Working the Land Owners

13% are new owners

(acquired woodland less than 5 years ago)

21% are absentee owners

(live more than 1 mile from their woods)

14% have a farm attached to their woodland

59% have removed trees for timber

40% have sought advice or information on woodland management

27% have a land management plan

4% have a conservation easement



Maine Land Owners

	Woodland Retreat	Working the Land
New Owners	11%	13%
Absentee	30%	21%
Farm	5%	14%
Cut Timber	42%	59%
Received Advice	25%	40%
Management Plan	12%	27%
Conservation Easement	2%	4%



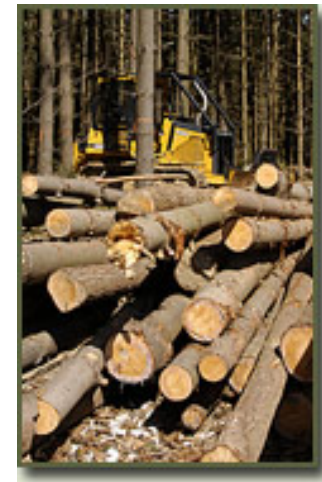
One message does not fit all!

1. Clarify your objectives
2. Identify your audience
3. Profile your audience – What do **they** care about?
4. Clarify your message
5. Develop channels and materials
6. Evaluate results





*Call Before
You Cut*

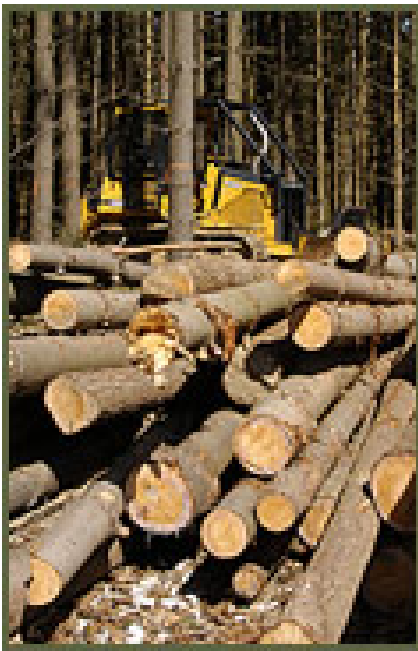


6-state Campaign

Illinois, Indiana, Iowa, Missouri, Ohio, West Virginia



Call Before You Cut

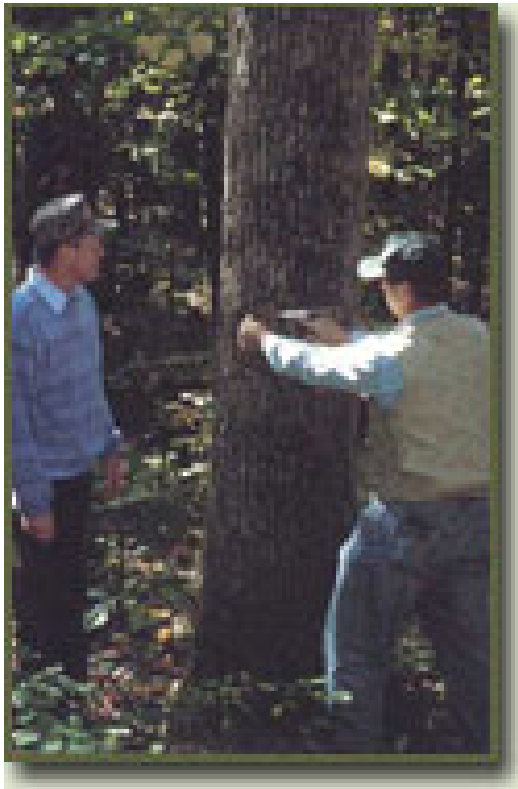


Organizational Objective (State Forestry Agencies)

Improve quality of logging
so that forests can be sustained
and environmental problems can
be prevented



Call Before You Cut



Campaign Objective

Get more people to
consult professional foresters
before cutting trees



Call Before You Cut

Communication Objective

To convince landowners to **call toll free number** to seek guidance regarding cutting trees



CBYC Target Audience

Working the Land Owners



- Most likely to cut timber
- Show highest interest in land management
- See forest land as a sustainable resource



CBYC Message

Your woods are valuable

... for your family's enjoyment

... as a nest egg for you and your family's future

If you are considering a harvest, do right by your

land, your finances, and your family. Assure the

long term health of your woods by getting advice

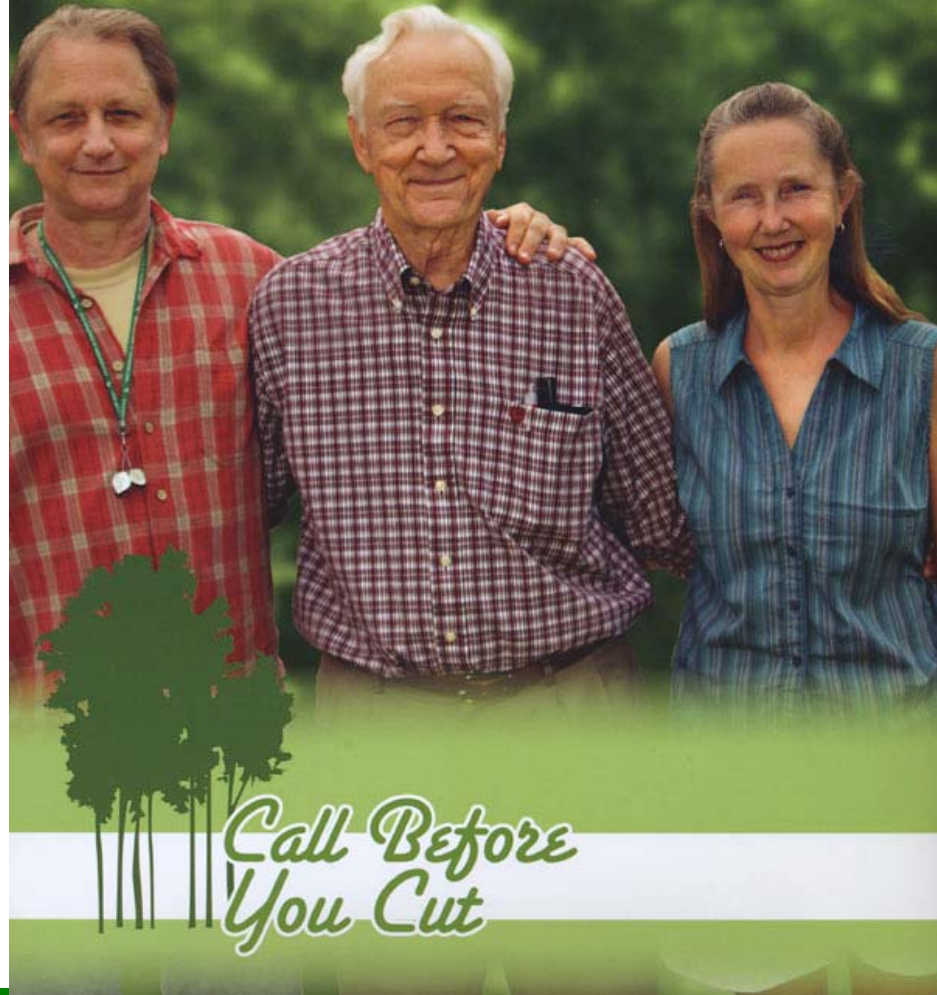
from a forester and by using a trained logger.

You'll be glad you did.



A Landowner's Guide *for a Successful Harvest*

"Healthy Woods Grow on Good Advice"



Message Testing with Woodland Retreat Owners

*“The forestry expert **guided me** on how I could **make money** from timber sales while keeping my **woods healthy and beautiful**. He told me which trees I could sell and **how I could manage my woods for future harvests**. I used some of the money from the sale to make some improvements to my woods, and they are in **better shape now than ever before**.”*



Message Testing with Woodland Retreat Owners

*"The forestry expert told me about the condition of my woods, what **threats I should watch out for, and how I can help keep my woods healthy and beautiful.**"*



Message Testing with Woodland Retreat Owners

*“Just like you can plan your **garden**, you can also **give your woods the character you want**. It takes time, but I’m working with a forestry expert so my **woods stay healthy** and grow up to **reflect my vision**. I think of it as a part of me that **I will leave for my family to enjoy**.”*



Message Testing with Woodland Retreat Owners

*"I've always had many questions about my woodland. Where should I plant more trees? How do I know when trees are mature or dying? What about all this undergrowth – is it good or bad? How can I encourage more **deer** and birds to live in my woods? The forestry expert answered all these questions **for me**. Now I feel much more confident that I'm **doing the right things for my woods.**"*



Message Testing with Woodland Retreat Owners

*"When you ask about managing your woods, just about everyone has some advice to give you. But I wanted to talk to an **expert** who would give me **advice** based on **my priorities and plans**. Forestry experts are **trained** in the management of trees and woods, which is exactly the help I needed."*



Message Testing with Woodland Retreat Owners

***“Every little bit of woodland is valuable – woods are disappearing faster than you can say “Jack Sprat.”** When I bought my woods, I knew that I was taking responsibility for a piece of [state’s] heritage. And this includes getting the best advice to preserve that heritage for my kids and future generations. That is why I consulted a forestry expert.”*



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]

SEARCH

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Welcome to TELE

This web site is designed to help 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. 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.

This site 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 and yielding results like these:

- Of 20 people at your presentation, 15 follow up to get more information.
- You have to close outreach for the forest stewardship program three weeks early because you've already enrolled as many landowners as you can serve.
- Your latest ad campaign elicits requests for material from 1,000 landowners, most of whom have never contacted your organization before.

This resource has been developed by the Sustaining Family Forests Initiative (SFFI) using data from the National Woodland Owner Survey. SFFI is a collaborative of federal and state forestry and conservation agencies, businesses, and nonprofit organizations that realize private landowners play a crucial role in sustaining and nurturing our natural resources. It is coordinated by the [Yale School of Forestry and Environmental Studies](#) and the [U.S. Forest Service's Family Forest Research Center](#).

A New Outreach Approach

Learn how Targeted Marketing can help you make a breakthrough in your outreach efforts.

- » [Why Targeted Marketing?](#)
- » [How to Rev Up Your Outreach](#)
- » [Targeted Marketing in Action](#)

New Landowner Research

Find out about 4 types of woodland owners and how you can reach out to them most effectively.

- » [4 Types of Landowners](#)
- » [The Prime Prospect Analysis](#)
- » [Landowners in Your Area](#)

Make a New Plan

Put this knowledge and information to work for you. Use our planning tool to develop your communication plan.

[Start Your Plan Now »](#)

Sustaining Family Forests Initiative

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