



Where Do We Go From Here? Mapping Your Landowner Engagement Strategy

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Regional Conservation Partnership

Today's Questions

Does my programming support my goals?

What do I want landowners to do?

What do I want landowners to do *next*?

How do I support landowners to take the next step?

Sustaining Family Forests Initiative



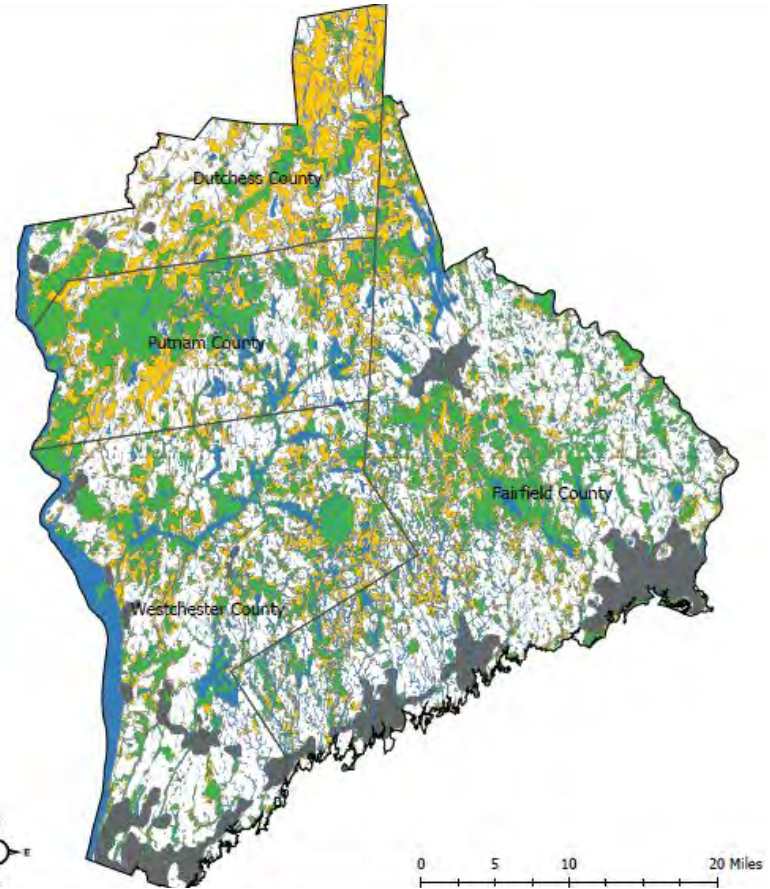
TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

Yale SCHOOL OF FORESTRY &
ENVIRONMENTAL STUDIES



Center for Nonprofit Strategies







WE INVITE YOU TO JOIN THE CONVERSATION!
How we care for our backyards impacts not only our families but our community. Come to this informal dialogue to share insights with your neighbors as well as arborists, naturalists, and invasive plant specialists. Discover the critical role your backyard plays in the protection of habitat and clean water.

SUNDAY, SEPTEMBER 20TH - 10AM-12PM
MEET REPRESENTATIVES FROM:
Native Plant Center, Ossining Environmental Advisory Council,
Saw Mill River Audubon, Teatown Lake Reservation,
Westchester Land Trust

NAME OF FAMILY ADJACENT
TO NATURE PRESERVE

PLEASE RSVP BY SEPTEMBER 18TH
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SMRA
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10514

PLACE
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HERE

HARRIS OWL FEEDLING, CLAPHAM, NY
PHOTO: JAN BASS/SAW MILL RIVER AUDUBON, 2015



TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

Six Steps to Effective Communication

1. Set your Objective
2. Choose an Audience Segment
3. Develop an Audience Profile
4. Develop Your Message
5. Choose Channels
6. Implement, Evaluate, and Adapt

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

Six Steps to Effective Communication

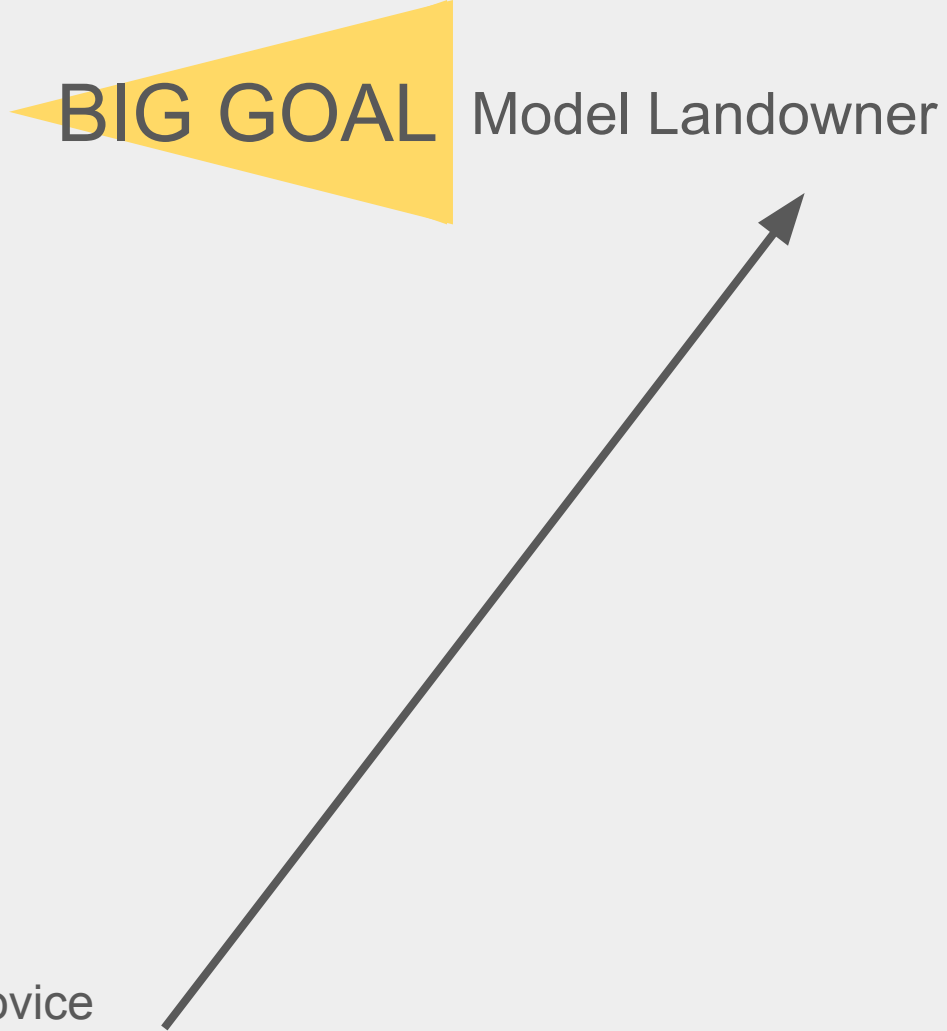
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Ladder of Engagement

What action do we want our landowner to take?



Novice



Ladder of Engagement



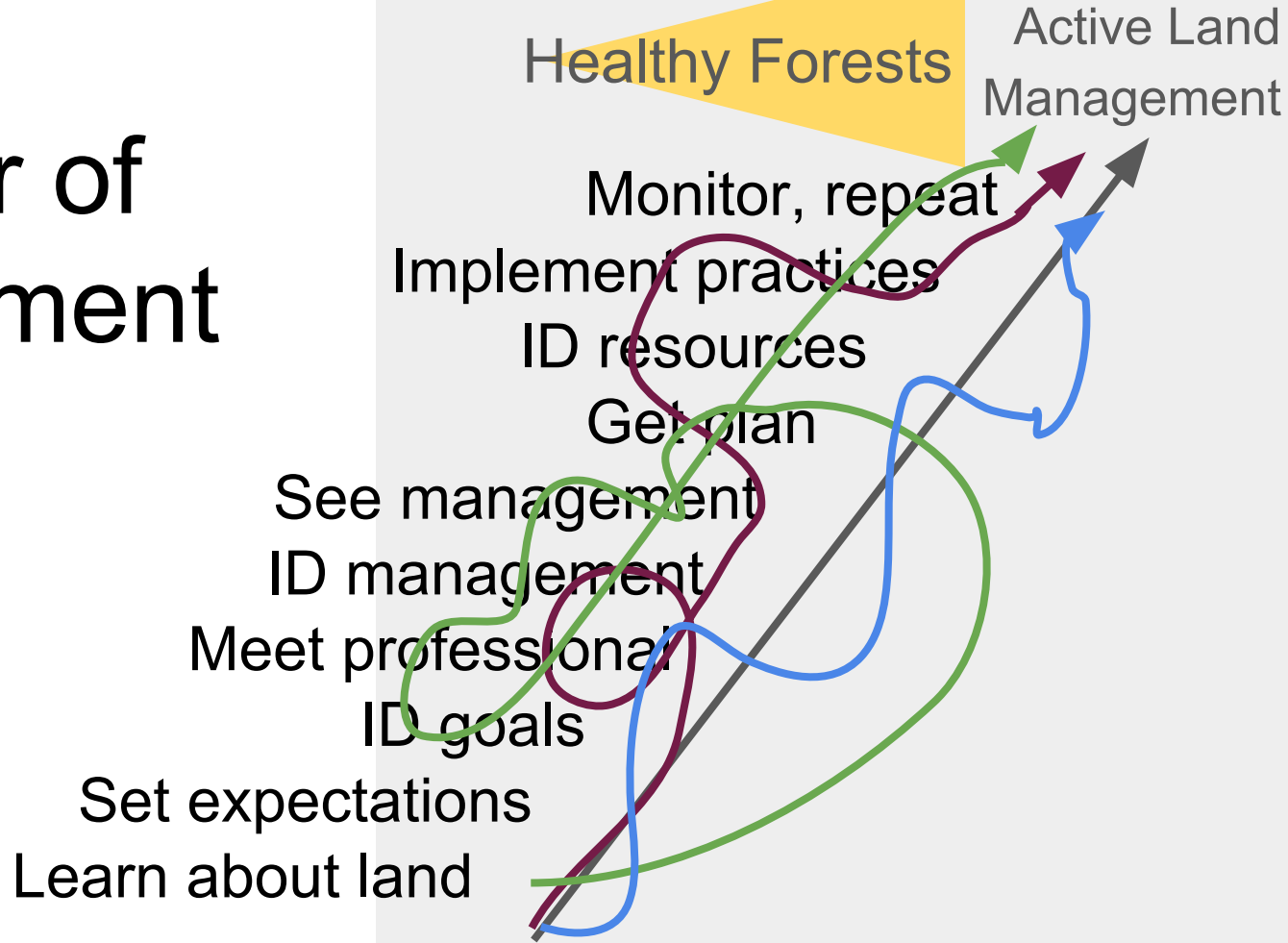
Novice



Ladder of Engagement



Novice



Aspen

Expand Aspen habitat in historic Black Hills range

Maintain Project

Conduct Project

Sign up for Cost-Share

Assess Property

Care about helping Aspen

Understand "Joint-Chiefs"

Attend Aspen Presentation

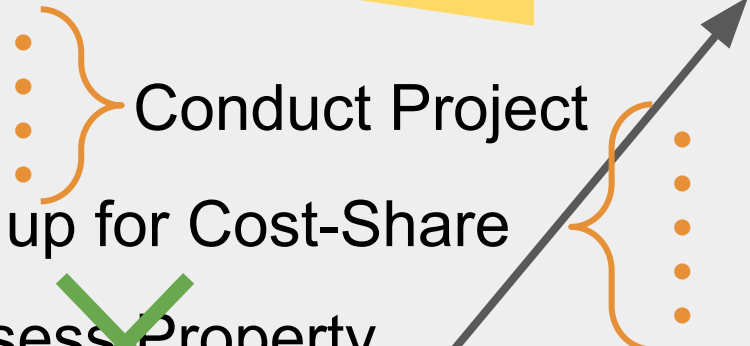
Novice



Aspen

Expand Aspen habitat in historic Black Hills range

Maintain Project



Your job! ~~Assess Property~~

~~Care about helping Aspen~~

~~Understand "Joint-Chiefs"~~

Actions Only!

Attend Aspen Presentation →

Accept a phone call from me about Aspen



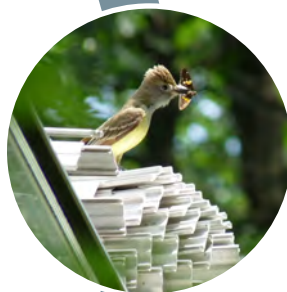
Novice



Home Habitat Assessment and Management Plans



Walk your property
with a team of
experts



Learn about
plants and
animals that
use your yard



Receive personalized
recommendations to
improve wildlife habitat
on your land

Home Habitat Assessments and Management Plans

What Worked

- Trusted messenger
- Personalized approach
- Focus on beauty, enjoyment of wildlife



Challenges

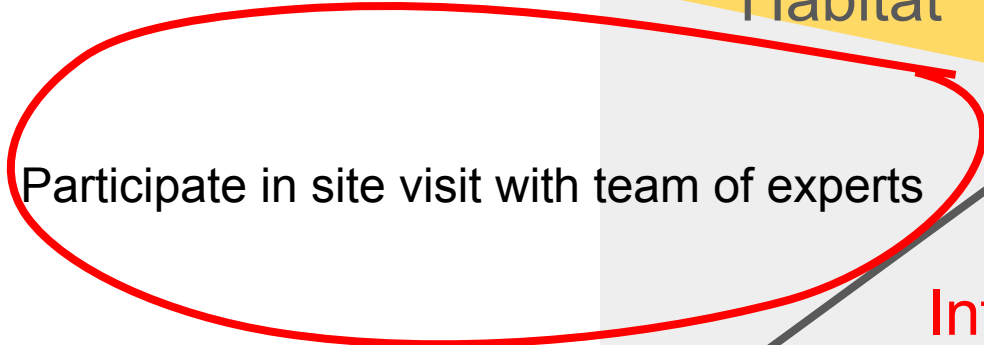
- Information overload
- Capacity Issues
- Limited Follow Up





Improve Wildlife Habitat

Get Management Plan



Participate in site visit with team of experts

Follow Up?

Request habitat assessment

Information Overload

Groundwork?



Novice



Manage for Birds
and Pollinators

Serve as Neighborhood Ambassador

Plant Native Trees and Shrubs

Request Technical Assistance

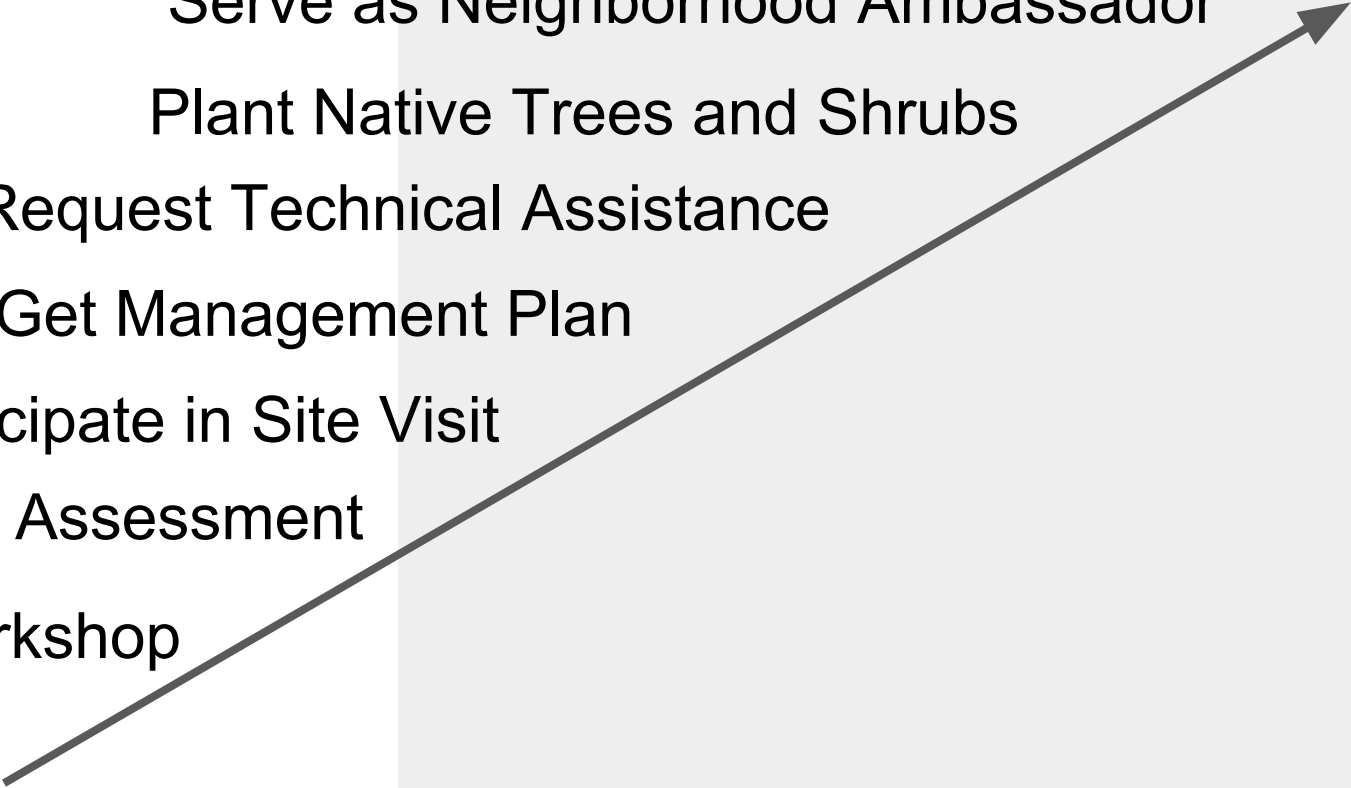
Get Management Plan

Participate in Site Visit

Request Assessment

Attend Workshop

Novice



ACTIVITY 1: Develop a Ladder of Engagement

Instructions

- Find a small group (4-6 people)
- Go (designate a recorder/drawer)
- Note challenges and “aha!” moments

Tips

- Start at the top (landscape goal & model landowner) and work down toward “Novice”
- Stick to actions (something you can see)
- ID alternative paths - could someone skip any of the steps?

ACTIVITY 1: Develop a Ladder of Engagement

Instructions

- Find a small group (**4-6 people**)
- Go! (designate a recorder/drawer)

A. Conserve land in a permanent easement

B. Actively manage woodlands

C. Plant a riparian buffer

Front

1. Manage phragmites

2. Become a volunteer trail steward for your land trust

3. Become an ambassador for your land trust

Back

ACTIVITY 1: Develop a Ladder of Engagement

Tips

- Start at the top (landscape goal & model landowner) and work down toward “Novice”
- Stick to landowner **actions** (something you can see)
- ID alternative paths - could someone skip any of the steps?

Supporting Landowners Along the Way





Manage for Birds
and Pollinators

Improve Wildlife Habitat

Serve as Neighborhood Ambassador

Plant Native Trees and Shrubs

Request Technical Assistance

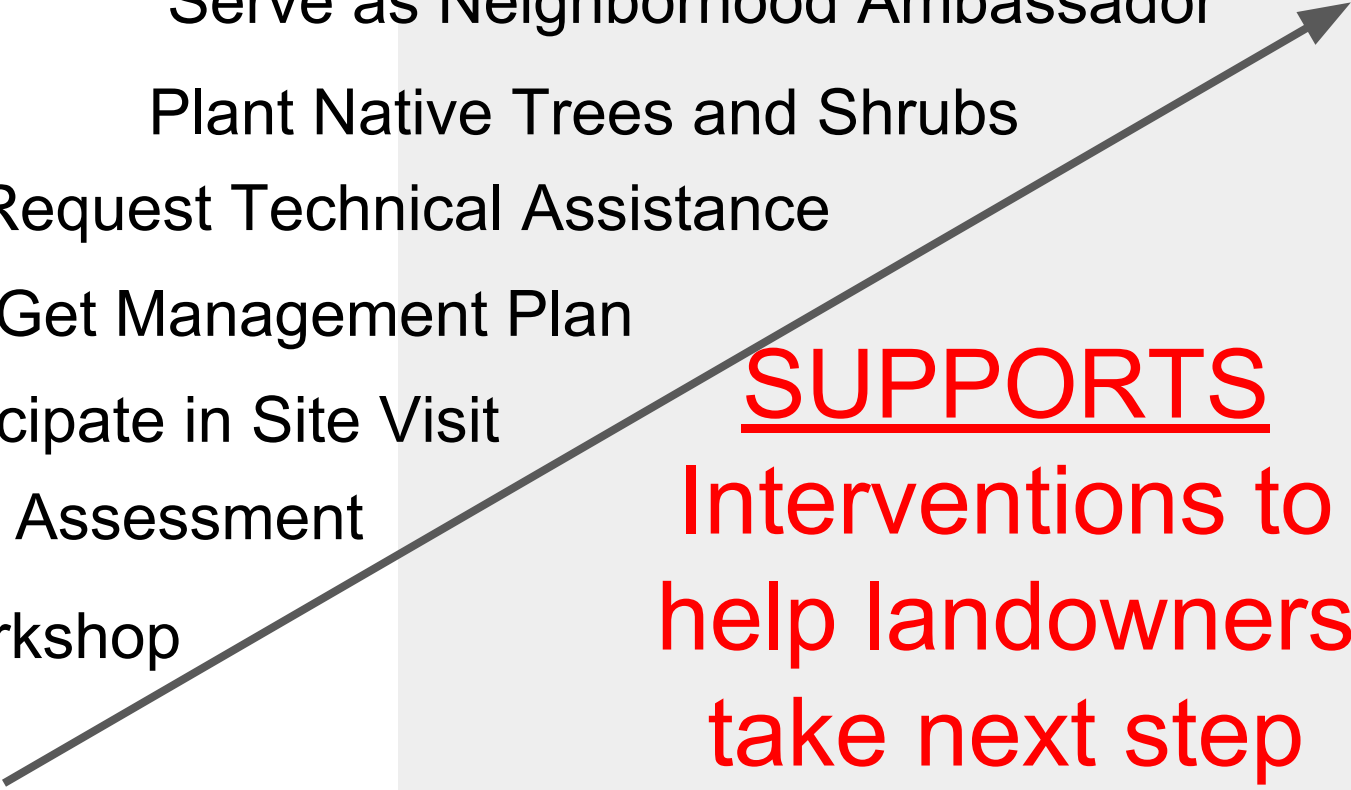
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SUPPORTS

**Interventions to
help landowners
take next step**



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Novice



Supports?



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Supports:

Post Cards

Press Release

Phone Reminder



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- Supports:
Follow Up Call
Hands-on Training
How-To Publication
Small Grants Program

Plugging In Partners



Westchester Land Trust
It's Our Nature



Highstead



HVA
www.hvatoday.org



Audubon



GREENWICH
LAND TRUST



METROCOG
Connecticut Metropolitan Council of Governments



NR
WA



Westport
Fairfield
Weston
Easton



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Novice

Who Can Help?

- Workshop Hosted by Nature Center
- Flier Designed by Cons. Commission
- Fact Sheets from Extension Office
- Planting Support from Master Gardener Volunteers



ACTIVITY 2: Plan for Implementation

Instructions

- Return to your same small group
- Use the questions below to ID supports that will keep your audience progressing up the ladder

Questions

- How will you engage with your audience in each step?
- Does your audience have the tools/skills they need?

Homework: Individual Reflection

Think of one program your organization runs...

Lay it out on a ladder of engagement - use action words

- Is it supporting your objectives?
- Are there missing steps?
- Are there mechanisms to support your audience at each step?
- Are you evaluating along the way?



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engaginglandowners.org



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