**WOI Outreach Summary Timeline and Materials List**

# Initial Outreach

* **About a month before contacting landowners:** Create a local media buzz in the focus communities
* **About 2 weeks after the media effort:** Send initial mailer to the landowners
* [**Initial Mailer**](https://www.engaginglandowners.org/staging/sites/default/files/White%20Oak%20Mailer%20for%20Woodland%20Retreat%20Owners.pdf)
* **About two weeks after initial mailer is sent:** Send second mailer to landowners
	+ **[Second Mailer](https://www.engaginglandowners.org/staging/sites/default/files/White%20Oak%20Mailer%20for%20Multi-Use%20Owners.pdf)**
* Landowners will contact the Call Before You Cut (CBYC) hotline to request more information and give contact information so an MDC forester can call them back
* MDC foresters call interested landowners: Fill out [**INTAKE FORM**](https://www.engaginglandowners.org/staging/sites/default/files/documents/resources/White%20Oak%20Initiative%20Phone%20Intake%20Form.docx) and set up site visit
* Update [**TRACKING TOOL**](https://www.engaginglandowners.org/staging/sites/default/files/documents/resources/Tracking%20Tool_White%20Oak%20Initiative.xlsx)

# Site visit

* Bring the landowner the [**white oak brochure**](https://www.engaginglandowners.org/staging/sites/default/files/White%20Oak%20Brochure.docx).
* Advise landowner on white oak management and funding options
* Update [**TRACKING TOOL**](https://www.engaginglandowners.org/staging/sites/default/files/documents/resources/Tracking%20Tool_White%20Oak%20Initiative.xlsx)

# Post site visit

* **1-2 weeks after site visit:** Call the landowner to check in. See if the landowner has any questions. If landowner is ready to commit to a white oak management or updating their management plan, set a time to implement.
* Update [**TRACKING TOOL**](https://www.engaginglandowners.org/staging/sites/default/files/documents/resources/Tracking%20Tool_White%20Oak%20Initiative.xlsx)

# Implementation – ASAP after agreeing to white oak management

* Check in with funding source frequently to make sure landowner has initiated funding contracts and approval has happened.
* Check in with the landowner a couple times during the funding process to make sure they have everything they need.
* Update [**TRACKING TOOL**](https://www.engaginglandowners.org/staging/sites/default/files/documents/resources/Tracking%20Tool_White%20Oak%20Initiative.xlsx)