

IN CLOSING

Private landowners are essential to accomplishing any landscape-scale conservation or stewardship objectives. Yet, traditional program offerings are out of step, both with the needs and preferences of landowners and with current ecological challenges and resource constraints. We hope that this guide will equip you to put landowners at the heart of your outreach efforts, and to use social marketing tools and ideas to inspire more landowners to take actions that will have a meaningful impact on the landscape. Moreover, we hope that the evaluation techniques described in this guide will help you track your progress, address gaps and bottlenecks, and yield learning that will enrich future outreach efforts.

We wish you luck in your work and invite you to be a part of the growing cohort of natural resource professionals who are committed to finding better ways to engage landowners in conservation and stewardship. Please reach out to us at info@engaginglandowners.org with questions, ideas, or just to chat. And visit engaginglandowners.org to find more resources and join our community of change-makers.

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

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