

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

This project was funded by State & Private Forestry of the U.S. Forest Service, Department of Agriculture, in partnership with the Yale School of Forestry & Environmental Studies, the Center for Nonprofit Strategies, and the Aldo Leopold Foundation.

Originally published May 2019.

ABOUT THE AUTHORS

Purnima Chawla is the Founder and Director of the Center for Nonprofit Strategies. She is the social marketing specialist on the TELE team. Her work at the Center focuses on helping social sector organizations translate visionary ideas into practical strategies for changing the behavior of individuals, organizations, and communities. She has provided marketing, programmatic and management counsel to a wide variety of social sector organizations including educational institutions, advocacy organizations, health and human services organizations, social entrepreneurs, foundations and coalitions. Purnima has a PhD in Social Psychology from Columbia University.

Cassidy Dellorto-Blackwell is the Program Specialist for the Sustaining Family Forests Initiative at the Yale School of Forestry & Environmental Studies. She works on the TELE and Women Owning Woodlands projects facilitating workshops, developing practical resources, conducting research, and providing logistical and organizational support. Cassidy has a Master of Science degree in Natural Resources and Environment from the University of Michigan where she studied environmental psychology and conservation ecology. Her interests lie in understanding how individuals perceive and define their relationships to place and environment and how that personal context contributes to conservation behavior.

Katherine Hollins is the Program Director for the Sustaining Family Forests Initiative at the Yale School of Forestry & Environmental Studies. In addition to leading TELE workshops and presentations, she leads SFFI in the development of new tools, resources, and activities for natural resource professionals. Katherine has a background in science communications, managing multi-partner collaborative efforts, and on-the-ground land management. She has an MS in Natural Resources and the Environment from the University of Michigan, and a BA in Psychology from the University of Virginia.

Alanna Koshollek is the Evaluation Coordinator at the Aldo Leopold Foundation in Baraboo, Wisconsin. She is a graduate of the University of Wisconsin – Stevens Point where she received her bachelor’s degree in Forestry with an emphasis in Ecosystem Management and Restoration and her Master’s in Human Dimensions of Natural Resource Management. She has been with the Leopold Foundation since 2005 and currently works with the Driftless Forest Network and Forestry Insights to conduct social science research related to woodland owners.

Ravi Singh, co-founder of the Center for Nonprofit Strategies, has over two decades of professional experience as a researcher, evaluator and strategist. He provides research and marketing advice for TELE and contributes to TELE materials and workshops. At the Center for Nonprofit Strategies, he leads research and analysis to uncover insights to shape client strategies. He has an MA in Mass Communications from Bowling Green State University and has undertaken advanced graduate work at Columbia University.

Steve Swenson is Program Director at the Aldo Leopold Foundation in Baraboo, Wisconsin. Steve is a leader within My Wisconsin Woods—a public-private partnership created for unengaged landowners to learn about woodlands, connect with natural resource professionals, and benefit the health and financial return of their land. Our successful model and methods have inspired similar outreach efforts across the United States. For this project and others, Steve authored regionalized handbooks titled *My Healthy Woods*, written specifically for inexperienced landowners. These award-winning handbooks have reached over 40,000 landowners collectively owning 6 million acres in Arkansas, Minnesota, New Jersey, Iowa, and Wisconsin. Steve has an MS in Ecology from Ohio State University.