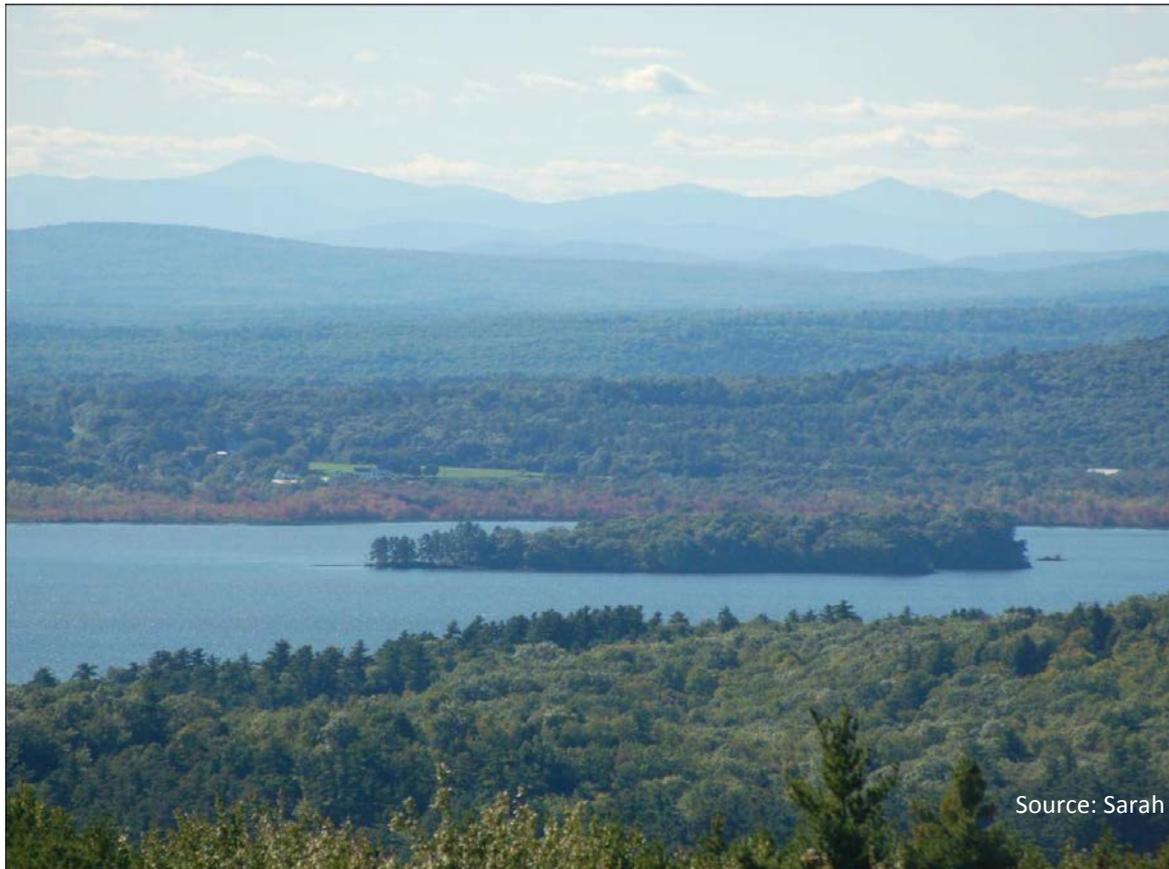


Reaching Family Forest Owners

Brief overview

Kevin D. Doran, Ed.D.
Maine Forest Service



Source: Sarah F

Tools for Engaging Landowners Effectively (TELE)

- ***Tools for Engaging Landowners Effectively (TELE)*** is a project of the Sustaining Family Forests Initiative (SFFI), an ad hoc collaboration of universities, government agencies, industry, conservation organizations, certification systems, and landowners.
- The goal of this multiyear project is to provide a practical set of tools to help conservation and forestry professionals reach more landowners with effective stewardship messages and develop programs that serve the needs and values of the landowners.
- Landowners and natural resource professionals have been intimately involved in all phases of the project. We strongly believe that our work must be useful to a wide array of organizations and agencies, and grounded in solid

Forest Segmentation

Key Variables to help predict decisions and actions

- To help make sense of these differences, the National Woodland Owner Survey (NWOS) has identified key variables that help to predict landowners' decisions and actions. These variables are:
- **Reasons for owning land**
 - This is the single most significant factor that defines landowners' orientation and behavior. Using NWOS data, SFFI has identified [four "types" of landowners](#) based on this variable.
- **Size of land holding**
 - People with larger plots tend to see woodlands as a financial asset and often have a family tradition of land ownership. Larger plots are associated with regular timber harvests, employment of foresters, participation in government programs, and greater concern for restrictions on land use.
- **Tenure or tradition of land holding**
 - Owners who have inherited their land are often most concerned about keeping it intact and passing it on to their heirs. New owners tend to be less knowledgeable but also more open to advice and information.
- **Residence on the land**
 - People who live on their woodland are usually more emotionally attached to it than people who don't. They spend more time in their woods, and may know their woods better.
- **Farming background**
 - Farmers tend to have a deep understanding of land management and a pragmatic approach to tending and managing woodland. However, they value farm land more than woods, and prefer to attend to their agricultural holdings.
- Many of these factors are interrelated and work together to affect landowners' decisions.

Using TELE website

Landowners in Your Area x Welcome to TELE | TELE x Maine | TELE - Tools for x Welcome to TELE | TELE x Search x Extensions x Chrome Web Store - al x

www.engaginglandowners.org

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

about the project contact us log in

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

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.

You can use this site in many different ways, by clicking on one of the three colored boxes below:

- To learn more about targeted marketing
- To understand landowner types and attitudes
- To create a plan or to guide your team to create a plan

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

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Desktop Libraries 3:40 PM

Using TELE website to generate Maine specific information

The screenshot shows a web browser window with the URL www.engaginglandowners.org/new-landowner-research/landowners-your-area/select-landowner-profiles. The page title is "TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY". The main content area is titled "Select Landowner Profiles" and includes a search bar, a map of the United States divided into regions (Pacific, Rocky Mountains, Great Plains, North, Northeast, Intermountain, North Central, South Central, South, South-east), and a "Get Profile" button. The page also features a sidebar with navigation links and a footer with copyright information.

Landowners in Your Area x Select Landowner Profi x Maine | TELE - Tools for x Welcome to TELE | TELI x Search x Extensions x Chrome Web Store - x

www.engaginglandowners.org/new-landowner-research/landowners-your-area/select-landowner-profiles

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

about the project contact us log in

Home » new landowner research » Landowners in Your Area » Select Landowner Profiles

Select Landowner Profiles

These landowner profiles use data from the National Woodland Owner Survey (NWOS) conducted by the US Forest Service. They are based on a sample of 12,830 families and individuals that own between 10 and 999 acres of woodland in the contiguous United States. Data was collected between 2002 and 2006. For more information about the NWOS, visit www.fia.fs.fed.us/nwos. For more information about the landowner segments shown here, please go to our [explanation](#).

First, choose the type of profile you wish to view-- overview of all woodland owners, the SFFI Landowner types or segments defined by specific behaviors. Then select the geographic area in which you are interested. You can see the parameters of each of the regions and sub-regions in the map at the right.

In order to provide meaningful data some states are combined with their neighbors to produce more reliable results. These states are marked with an asterisk * and the states included in these profiles will be listed in their title.

Choose a profile type:
Please select... ▾

Choose a geographic area:
▾

Get Profile

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New Landowner Research

SFFI Landowner Types
The Prime Prospect Analysis
Landowners in Your Area
Select Landowner Profiles

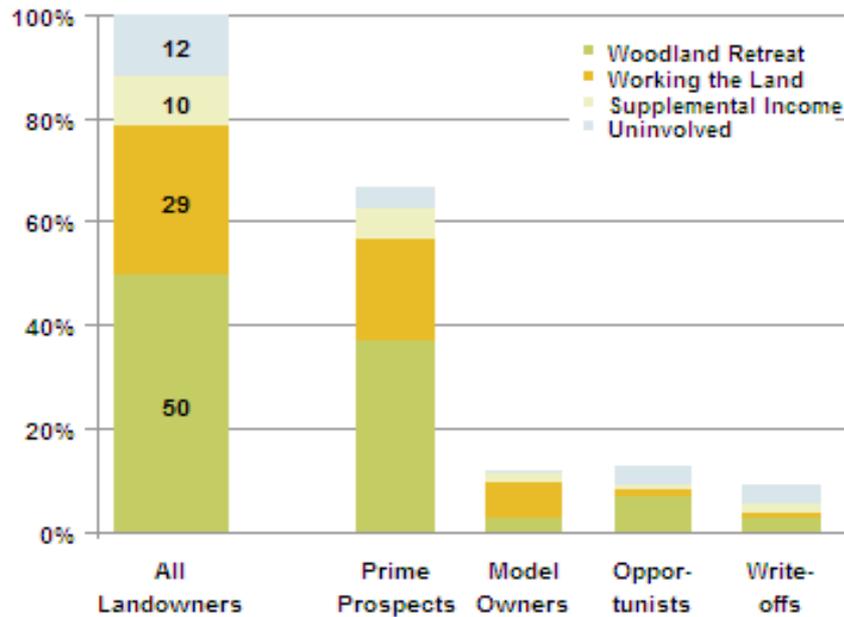
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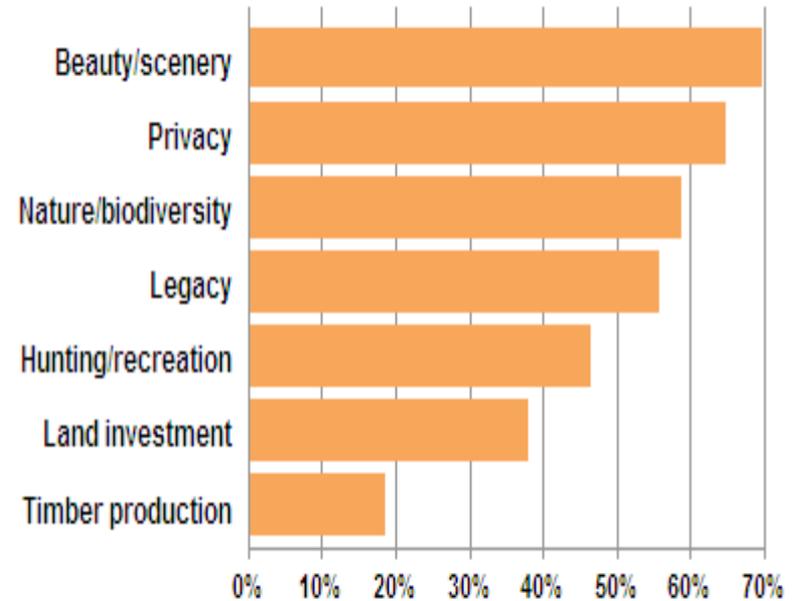
Maine – Segmentations

85,000 owners*/ 4,631,000 woodland acres*

Types of owners



Reasons for Owning



Woodland Retreat (WR) Landowners

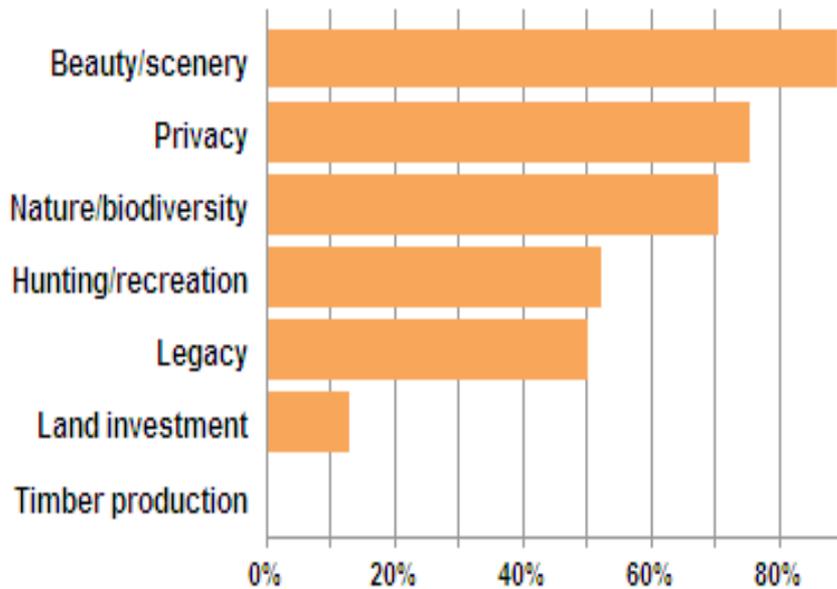


- **WR landowners' defining characteristic is that they own their land primarily for its beauty and recreational value.**
 - They assign high importance to: *benefits such as beauty, biodiversity, privacy, hunting and recreation.*
 - In contrast, they assign lower importance to *financial reasons for owning woodland, such as investment and timber income.*
- **WR landowners are the largest segment of owners. In Maine they constitute 50% of all woodland owners and own 39% of the total land owned.**
- <http://www.engaginglandowners.org/profile/state/maine/at1/23?selection=Maine>

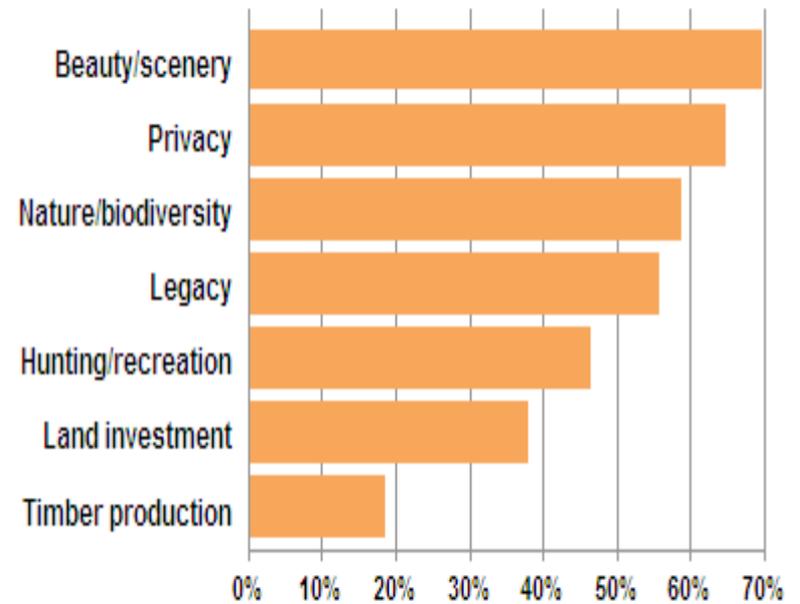
Maine – Segmentations

Woodland Retreat Owners

Reasons for Owning
Woodland Retreat Owners



Reasons for Owning
All Maine Owners



Working the Land (WTL) Owners

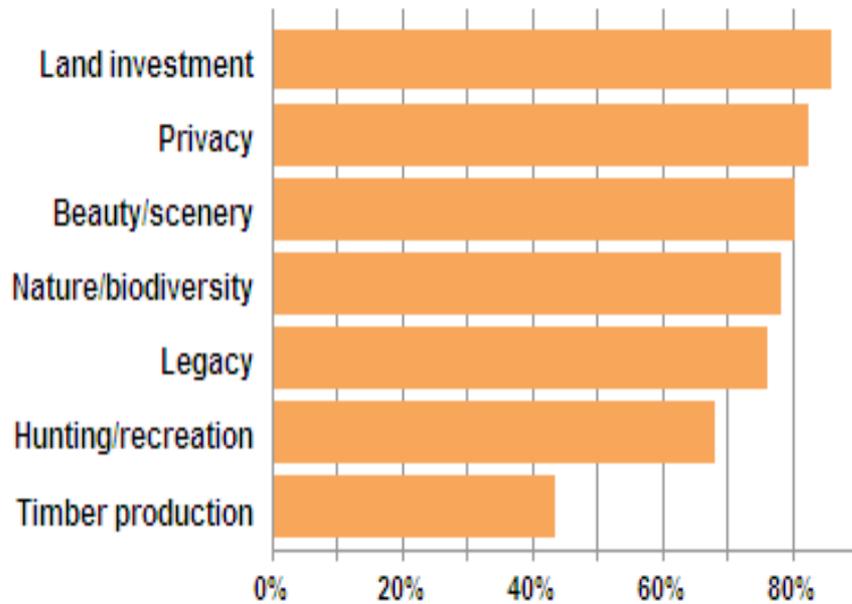


- **WTL landowners are best described as pragmatic individuals who have a strong and multi-faceted interest in their land.**
- **WTL landowners are the second largest segment, constituting 29% of all woodland owners**
- <http://www.engaginglandowners.org/profile/state/maine/at2/23?selection=Maine>

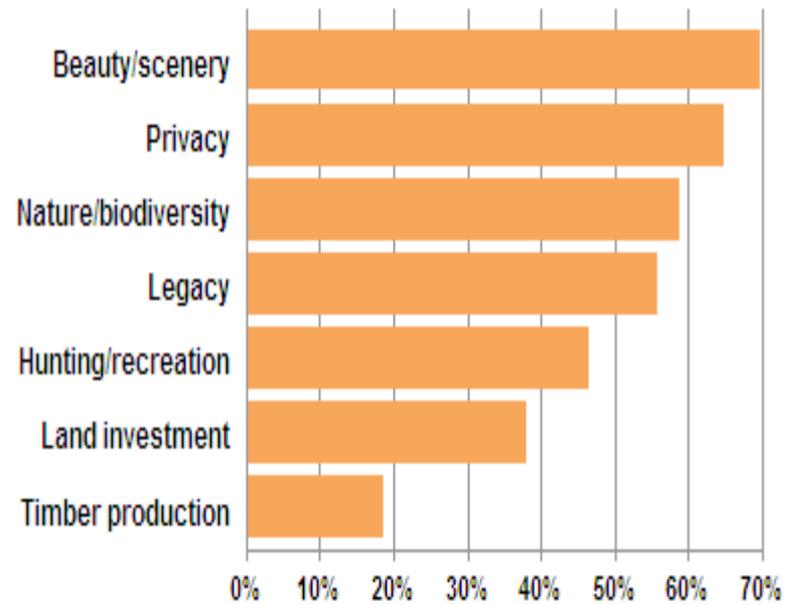
Maine – Segmentations

Working the Land Owners

Reasons for Owning Working the Land Owners



Reasons for Owning All Maine Owners



Supplemental Income (SI) Landowners

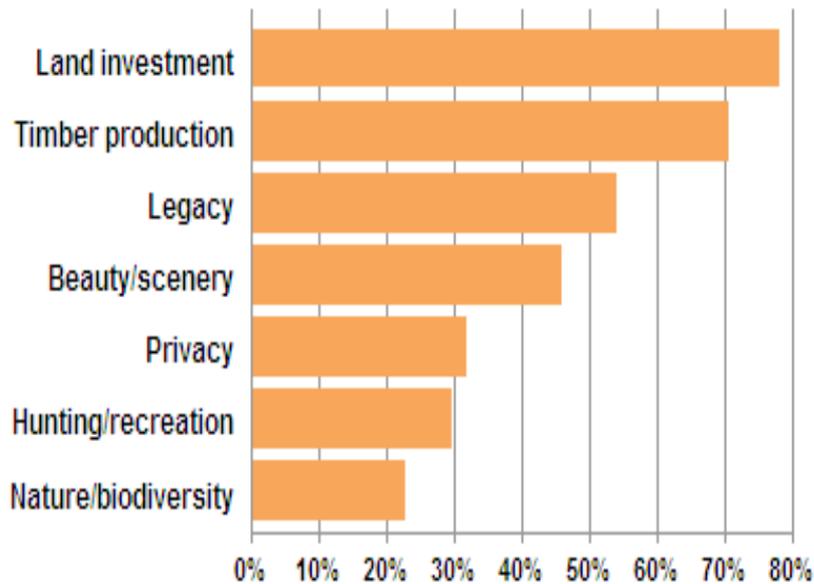


- **SI landowners are defined by the fact that they primarily own their land for investment and income purposes.**
 - They are much more likely to cite timber and investment as important reasons for owning land than aesthetic, lifestyle, conservation, or recreational reasons.
- **SI landowners constitute 10% of all Maine woodland owners**
- <http://www.engaginglandowners.org/profile/state/maine/at3/23?selection=Maine>

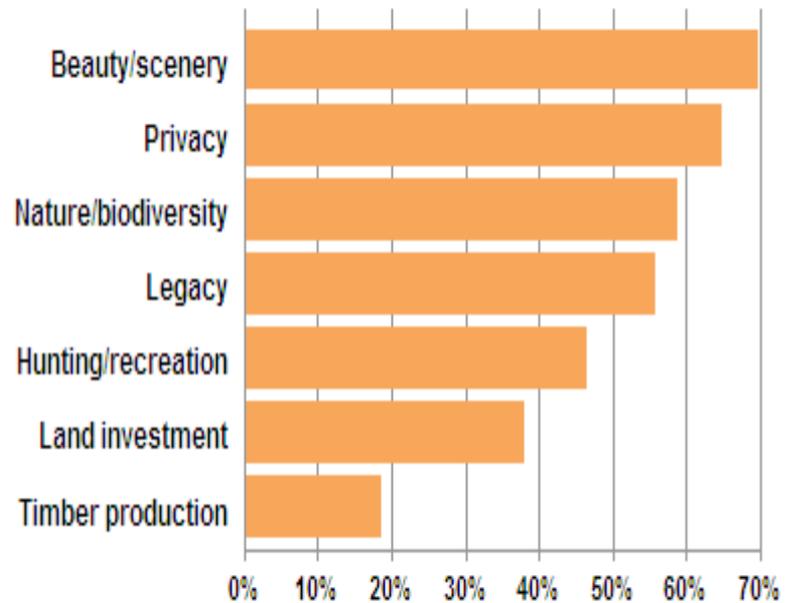
Maine – Segmentations

Supplemental Income Owners

Reasons for Owning Supplemental Income Owners



Reasons for Owning All Maine Owners



UN landowners are just that-- uninvolved.

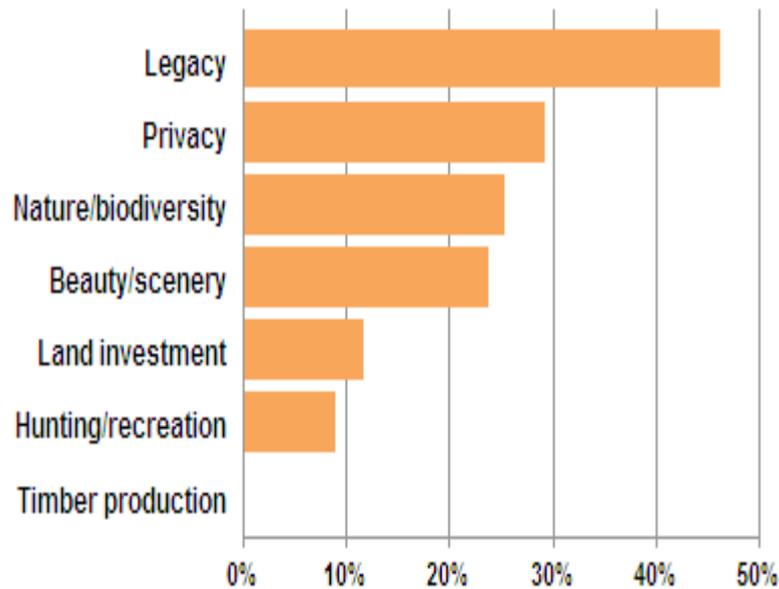


- As a group they are neither financially motivated nor particularly interested in the recreational or aesthetic benefits of owning their land.
- On the National Woodland Owner Survey (NWOS), UN owners were less likely than other segments to rate any reasons for owning woods as important. When they do cite reasons for owning their woods, they typically mention keeping the land intact for heirs (35%), aesthetics (29%), or privacy (24%).
- Judging by their attitudes and behaviors, one might conclude that they are accidental or unwilling owners of forest land. In fact, they are the most likely to be farmers or have a farm attached to their forestland. This suggests that UN owners are often farmers who happen to have woods attached to their farm land.
- **UN landowners constitute 12% of all Maine woodland owners**
- <http://www.engaginglandowners.org/profile/state/maine/at4/23?selection=Maine>

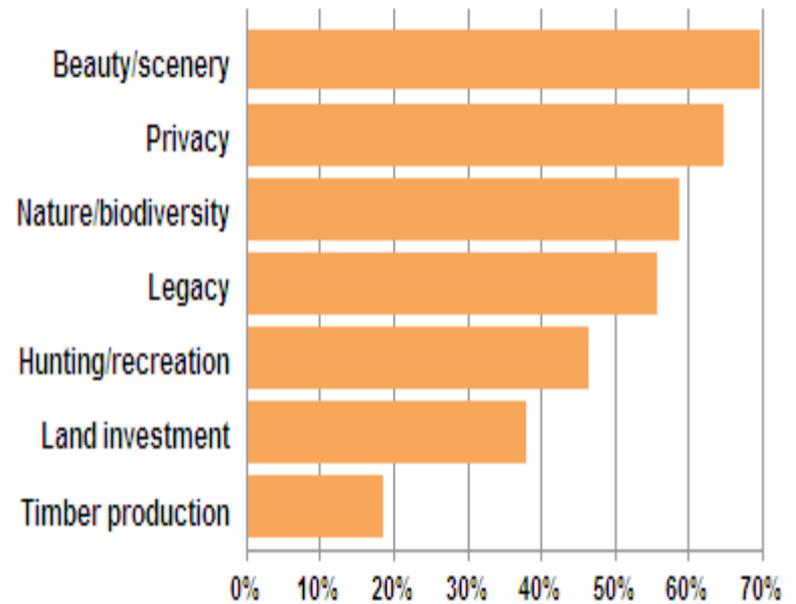
Maine – Segmentations

Uninvolved Owners

Reasons for Owning
Uninvolved Owners



Reasons for Owning
All Maine Owners



Recent Research

(Butler et al. 2015 - JOF May 2015)

- Most compelling findings of the study:
 - Family forest owners do not like the word “forest” – they relate more to “woods”
 - Words are powerful. The same word means something different for resource professionals and landowners.
 - Forestry professionals should talk shop with other resource professionals, but use other terminology with family forest owners.
 - Messages need to be understandable to the specific target audience to effect action.

Reaching Family Forest Owners

Targeted marketing means designing communications to **bring about a specific behavior change in a selected group of people.**

- The basic principles of this approach are:
 - **Be clear about what you want people to do after they hear or read your message.**
 - We emphasize **do** because it is always more effective to design materials with clear action outcomes in mind. Yes, you want to educate or inform your audiences, but you also need them to **take action** if your program is to be a success.
 - **Design your materials to appeal to a specific type of landowner.**
 - Different types of landowners are persuaded by different arguments and incentives. It therefore makes sense to design materials for specific groups that share similar values and will be persuaded by the same messages.
 - **Make sure that your audience is exposed to your message several times and in the right contexts.**
 - Do you remember all the advertisements you saw on TV last night or all the billboards that lined your route to work? Neither do the people you want to reach! You have to work hard to get people's attention. And most people need to see or hear (preferably both!) a message several times before they decide to act on it.
 - **Listen to your target audience.**
 - Good communication, like good conversation, is a two-way exchange. Get audience input before designing your program, then seek feedback both during and after you implement the program.

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Questions?

For more information:

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