

Notes on FFCP deliverables

Notes from Laura:

1. The landowner document should explain what the Family Forest Carbon Program is, some of the basics of why forests and forest carbon are important, and what practices are part of the FFCP. This is the one where I could really use your help.
2. The practitioner handbook, the more technical document, should very closely track the one that the Pennsylvania FFCP pilot has produced.
 - (a) I am more envisioned your help cutting and pasting the forest practices we have into this format.
 - (b) This should not be something you spend very much time on because I think we mostly have what we need from the PA pilot.
 - (c) And this one should stop as soon as we're at the well-organized outline, with most of the needed text cut and pasted in, stage (no meeting with the PA team or graphic designer).

Order of operations:

1. Compile the raw materials from landowner brochures, websites and other materials:
 - (a) The Pennsylvania pilot FFCP (start with the website here: <https://www.forestfoundation.org/family-forest-carbon-program>)
 - (b) Forester/harvester (practitioner) handbook from the Pennsylvania pilot (attached)
 - (c) 2 practice descriptions from Pennsylvania (I need to get you the most up to date ones)
 - (d) List of 10 practices from New England FFCP (at the end of the "outline ffc landowner" document)
 - (e) six practice descriptions (five are attached, and removal of competing vegetation is still being edited)
 - (f) Outline and starting text for landowner brochure for New England FFCP (attached, "outline ffc landowner...")
2. Organize the two documents: create outline for a landowner document and a practitioner document, and lay out when the needed material is available from Pennsylvania versus needs to be written
3. Work with Laura to divide up sections of the outline and write rough drafts of the ones where most of the content is already available (Laura will write those when we need mostly new material)
4. Go back and forth with several rounds of edits, with Laura's guidance

5. Meet once with Pennsylvania team to discuss alignment in messaging and make needed edits so that these materials are consistent with the FFCP in Pennsylvania
6. Get text into a format where it is ready for a graphic designer. Mock up suggested graphics or data tables/etc. so that designer knows what text and images need to be included

Order of reading material:

1. Read the grant proposal on Trello
2. Read my “outline ffc landowne...” file
3. Look at the Family Forest Carbon Program website, especially clicking through to the parts for landowners. Pause and absorb. You might now be at the optimal amount of knowledge to start writing up an outline, because you’ll have seen what the grant requires, how AFF did this in PA, and my thinking on messaging. (But you won’t know too much to be wonky and dangerous!)
4. When you need to know what practices we are including in our FFCP, read:
 - (a) the end of the “outline FFCP landowner document”
 - (b) the five practices manuals
 - (c) Laura also has a lot of additional text on each of these, but some of it is inaccurate.
 - (d) If I want more content to grab and cut and paste, look on Trello under the “Deliverables” list, at “Initial practices list and backgrounders”.
5. By this point, we should definitely be checking in about who will do what in terms of additional outlining/organization/writing.
6. I suspect as you send me drafts of an outline, I’ll be able to send you additional resources for cut-and-paste content.
7. Any time you want a change of pace, pull up the forester manual (attached) and cut and paste in relevant parts of the practices manuals from our New England FFCP.