

Effective Outreach Messages for Diverse Landowner Audiences

Forestry Leadership Academy

Silverton, OR

January 19, 2013

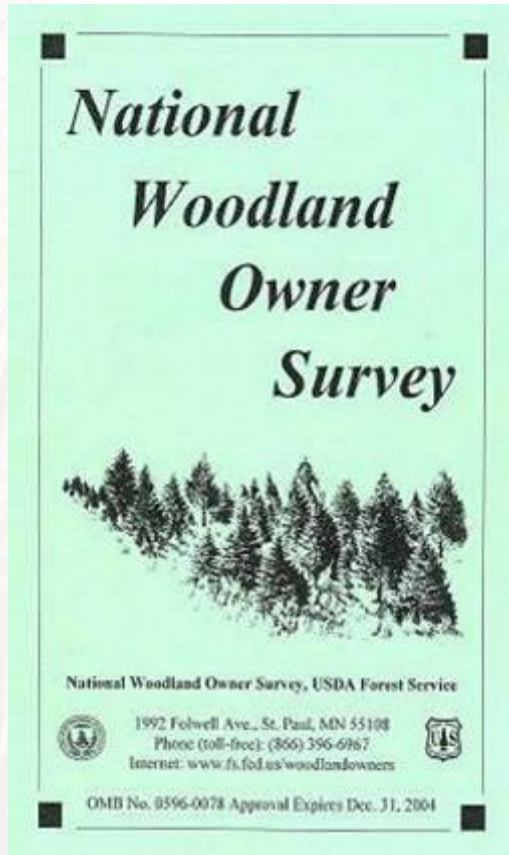


Expand Your Base

To help foresters make meaningful contacts by learning innovative methods for reaching out to and cultivating a diverse population of landowners.



National Woodland Owner Survey



Conducted by the U.S. Forest Service, Forest Inventory and Analysis program

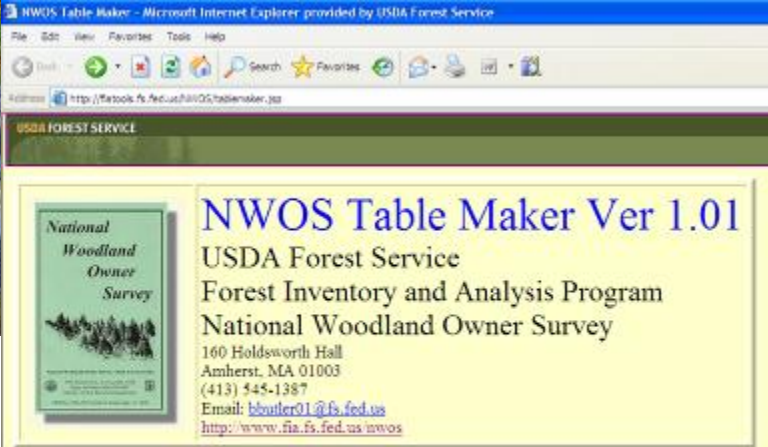
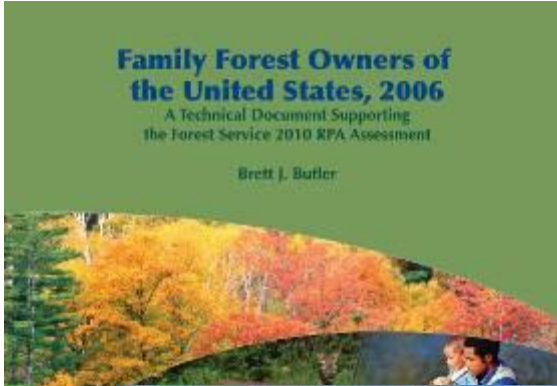
To better understand:

- Who the landowners are
- Why they own land
- How they have used it
- How they intend to use it



National Woodland Owner Survey

- Family Forests Owners of the United States, 2006 (NRS-GTR-27)
- NWOS Table Maker
- www.fia.fs.fed.us/nwos



Family Forest Owners of the United States, 2006
A Technical Document Supporting
The Forest Service 2010 RPA Assessment
Brett J. Butler

NWOS Table Maker - Microsoft Internet Explorer provided by USDA Forest Service

File Edit View Favorites Tools Help

Address <http://fistools.fs.fed.us/nwos/tablemaker.jsp>

USDA FOREST SERVICE

NWOS Table Maker Ver 1.01
USDA Forest Service
Forest Inventory and Analysis Program
National Woodland Owner Survey
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Amherst, MA 01003
(413) 545-1387
Email: bbutler01@fs.fed.us
<http://www.fia.fs.fed.us/nwos>

Welcome to the NWOS Table Maker!
This application is designed to allow users to create customized National Woodland Owner Survey (NWOS) summary tables. Select one or more States from the dropdown list.
Hold down the control or shift key while clicking the left mouse button to select/deselect additional States.
Select one attribute from the column dropdown list and one attribute from the row dropdown list.
If desired, you can limit the retrieval by size of ownership forest land holdings.
Click the submit button at the bottom of the form to retrieve results.



How to Reach Others

1. Learn the demographics, attitudes, values and services desired from today's **diverse population** of landowners.
2. Explore ways to engage the different segments of landowners more fully in the way we communicate.
3. Assess and plan modifications to existing (or new) service offerings in response to the information in order to expand programs and better connect with others.



Reflections

- Who Are Today's Landowners?
- How Can We Reach and Engage Them?
- What Can We Provide That They Want?



Who Are Today's Landowners?

- A diverse mix of people, including:
 - Rural Community
 - Retirees
 - Urbanites/Absentee
 - Farmers
 - Conscientious environmentalists
 - Sportsmen
 - Overworked professionals



Four Landowner *Attitudinal Segments*

- Wendy & Ralph (Woodland Retreat)



- Walter Landus (Working the Land)

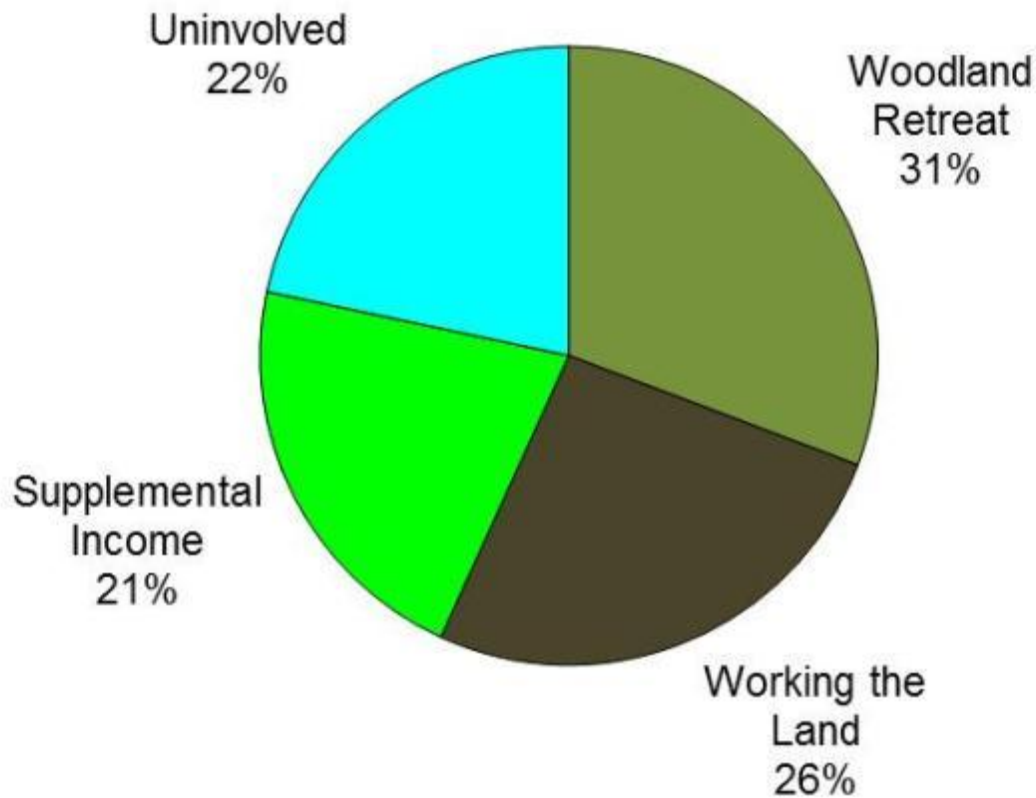
- Samuel Ingus IV (Supplemental Income)



- Uncle Owen (Uninvolved)



Attitudinal Segmentation U.S., 2006



Demographics of Family Forest Owners U.S., 2006

Age: 43% 65 or older

Occupation: 51% retired

Gender: 85% male

Race: 96% white

Education: 41% college degree

Income: 73% make less than \$100,000



Additional Data

Prime Prospect Analysis

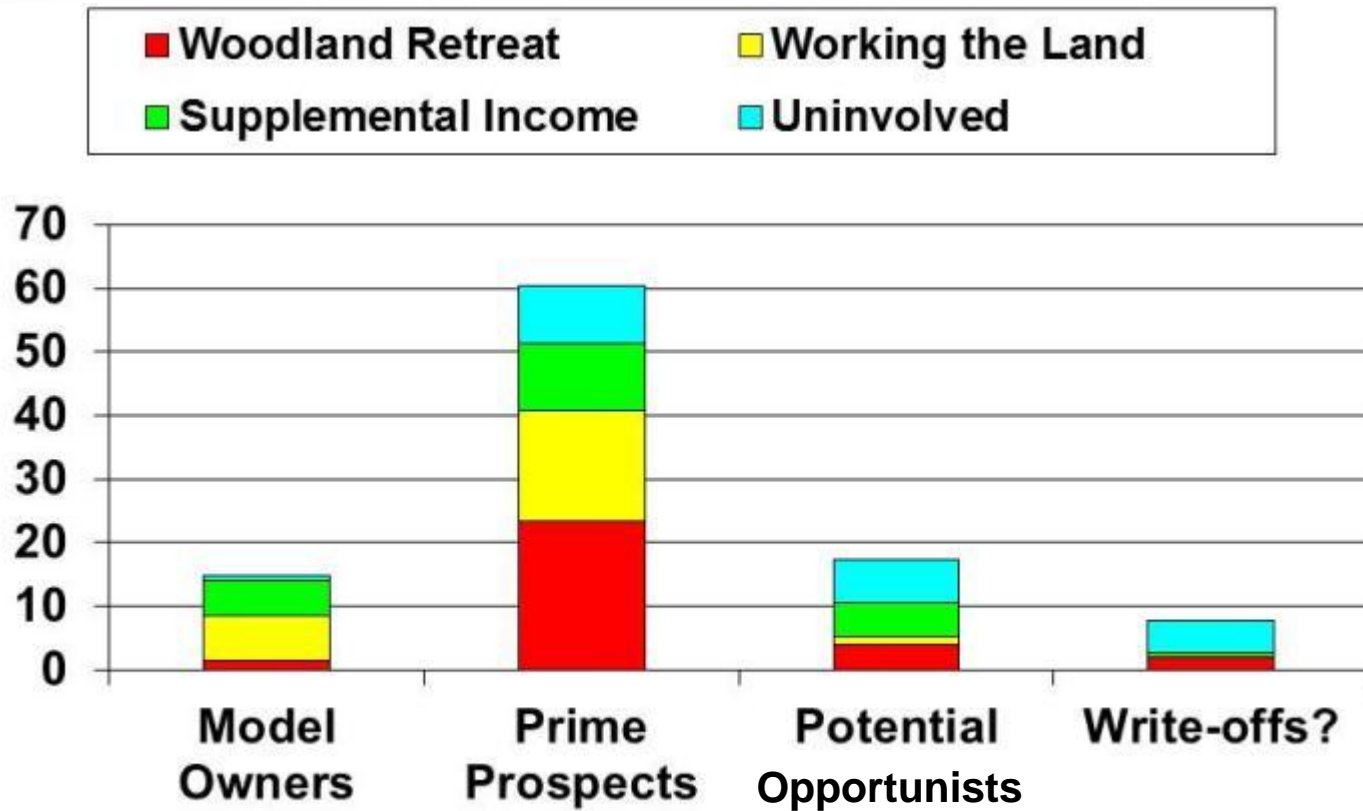
Types of Owners	% Nationally
Model Owners: Have a stewardship mindset and are already taking many of the actions that foresters recommend.	7
Prime Prospects: Landowners who have a stewardship mindset but are not yet engaged in managing their woods.	66
Opportunists: Doing some management activities but not really out of a stewardship mindset – financially beneficial or otherwise convenient.	12
Write-Offs: Not doing management activities that demonstrate good stewardship.	14

MOST likely to adopt stewardship practices

LEAST likely to adopt stewardship practices

Prime Prospects and Attitudinal Segmentations U.S., 2006

Percent of Forestland



Regional Data Summary

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



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[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:

Choose a geographic area:

New Landowner Research
SFFI Landowner Types
The Prime Prospect Analysis
[Landowners in Your Area](#)
[Select Landowner Profiles](#)



Overview

- Of the 11 million private forest owners, 92% are family forest owners.
- Recent data from the National Woodland Owner Survey reveals a broad diversity in this family forest owner population from the standpoint of reasons for owning the land, size, and tenure of land holding.
- Understanding who today's landowners are can equip us with the knowledge to adapt our communications and engage them more effectively.

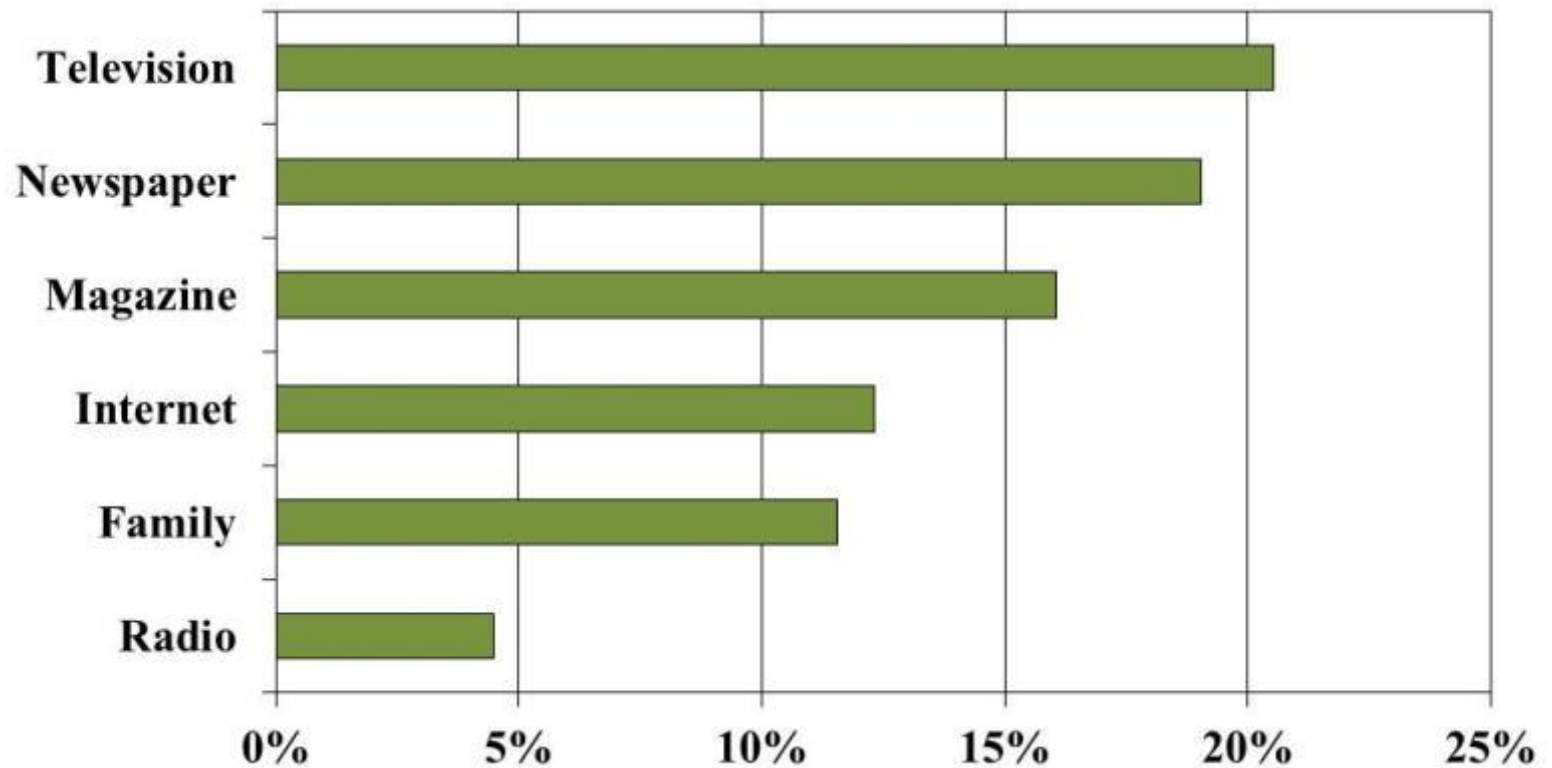


How Do **We Reach and Engage Them?**

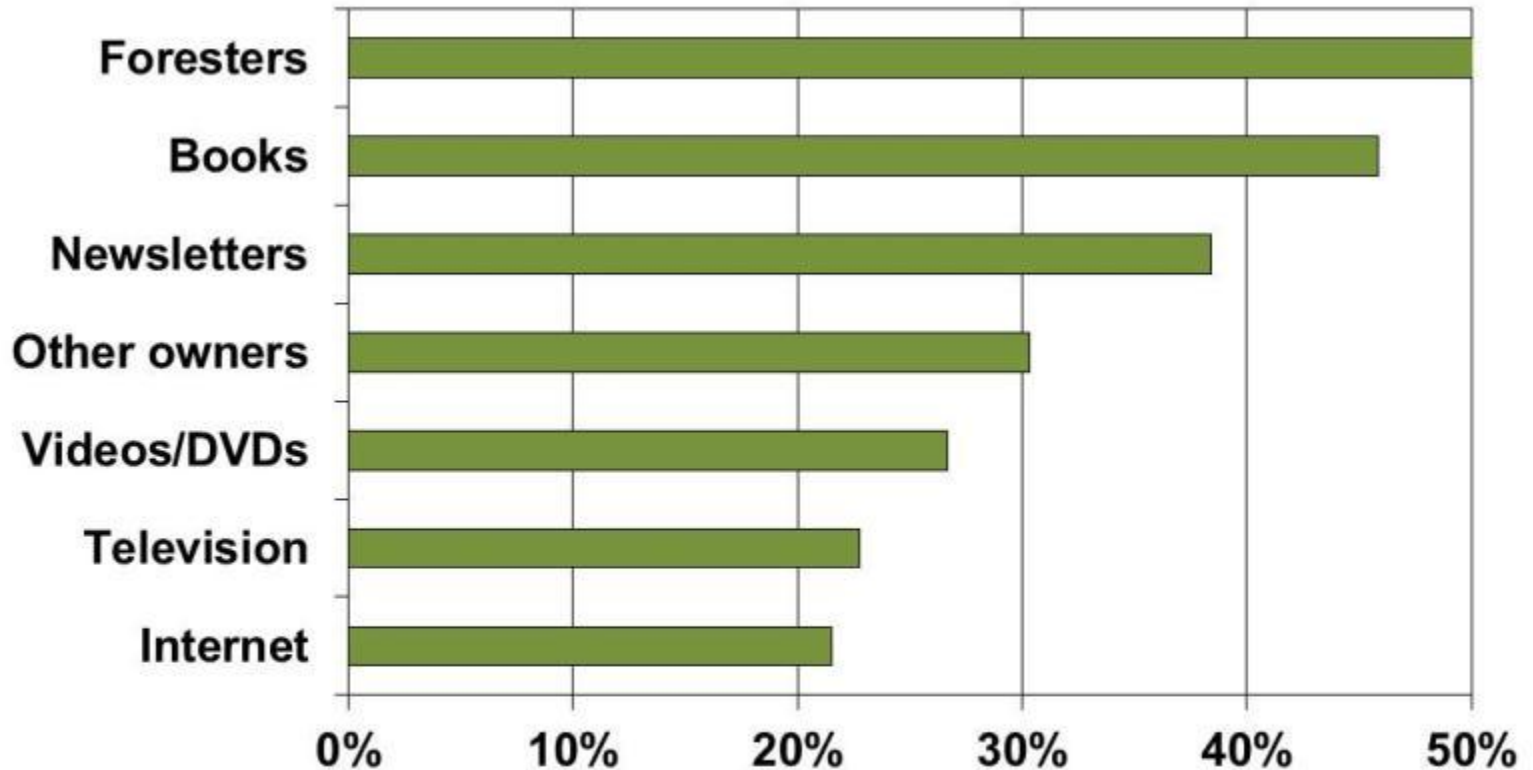
- Understand:
 - To whom we are really selling
 - Their preferred sources of information
 - Their key issues
 - Their values
- Tailor our language – see through their eyes.
- Craft targeted communications.



Where Landowners Get Their Information



Preferred Methods for Receiving Forest Management Information



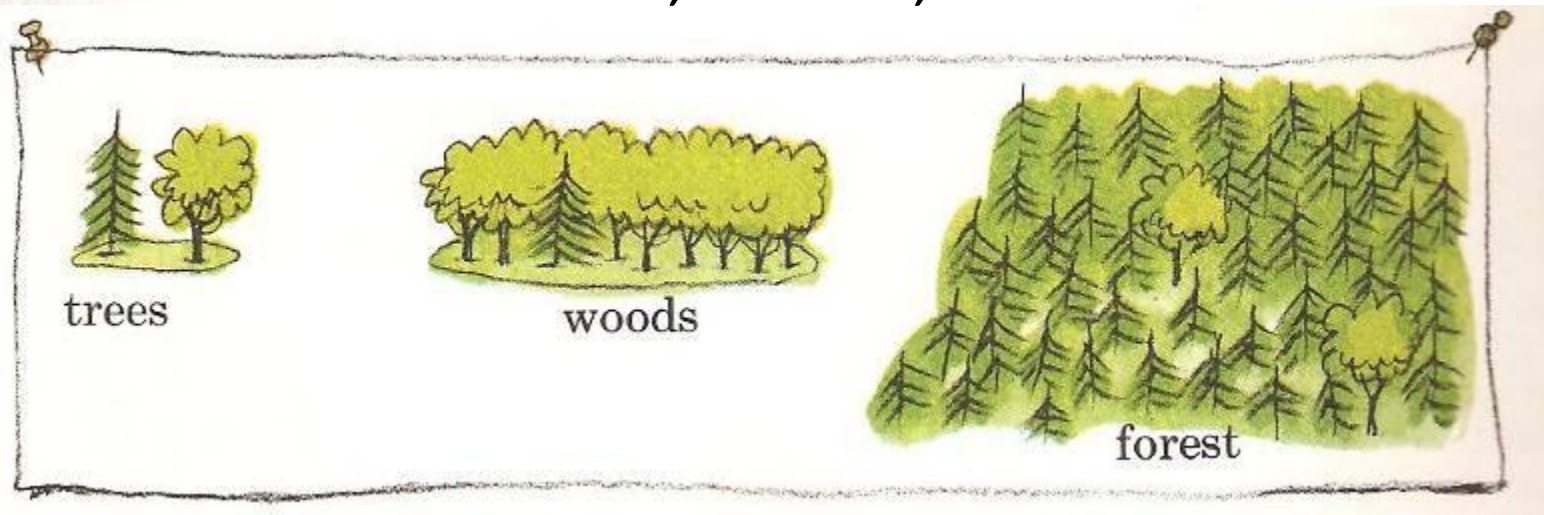
Issues of Importance

- Specific features – what the woods offer
- Inheritance and passing on their land
- Wildlife
- Privacy, security, and safety
- Love of the land - deep, emotional attachment
- Country life and community, but not neighbors
- Financial rewards



Communication: Words Matter

- National research shows very few landowners think about their property as “forest”.
 - Other words: Trees, Woods, Wildlife



Richard Scarry



Words Matter

- Terms like stewardship, sustainable management, and forest health are not part of their regular vernacular.



- Family forest owners do not strongly differentiate between conservation and preservation.



Communication Messages



Do

- Hit key issues
- Stress options
- Use their words



Don't

- Be preachy
- Go global



Communication in General

From Forestry-Speak to Landowner-Speak

Words to use	Words to avoid	Notes and explanation
Woods, woodland, woodlot	Forest	Woodland owners refer to their forested land as woods, and it evokes a warm feeling. Forests bring to mind larger tracts of land, usually owned by governments or corporations.
Woodland owner or landowner	Family forest owner	See above. Landowner works because many woodland owners see their woods as part of an overall land-holding that includes a home, a farm, or pasture land.
Respecting the land, looking after the land	Technical terms like sustainable land management, stewardship, conservation, preservation	Be careful not to assume an environmentalist mindset. Many landowners, even those who want to take care of their land, don't identify with environmentalism.
Wildlife, critters	Animal population, specific animals (like deer)	Animal population is too sterile. Since landowners differ in what animals they regard as attractive or "pests," talking about attracting specific animals could backfire.
Recreation, enjoy the land	Hunting (which some people love but others hate)	Hunting is an issue on which landowners are sharply divided; it elicits strong emotions.
Harvesting trees	Logging, timbering	Harvesting implies a more thoughtful removal of trees with the health of the woods in mind.
Keeping woods healthy	Silviculture, forestry	Landowners don't want to learn technical terms.
Common names of flora and fauna	Technical names of flora and fauna	Landowners will be more likely to read the material and remember it.



Communication in Your Region

What words work? What words do not?

- Consider “words to use” and “words to avoid.”
- Think about your knowledge of landowners in your region.
- Are there words you might experiment with to see if they resonate with the less traditional landowners?



Choosing the Right Language...

Begins with asking the right questions:

- How do you know which category of landowner you are speaking with?
- How do you find out what matters most to them 'on the fly' ?
- How can you figure out their biggest concern/problem and the right service to propose?



Five Simple Questions

Start with: **Tell me about your land....**

Listen to what they are saying and how.

- Why do you own it?
- How do you use your land?
- Do you live there? (How far away are you?)
- What is special about it to you?
- What concerns you most about it?



Improving Your Communications

- Recognize who you are talking to
- Try to help solve their problems
- Connect through shared values
- Lead strongly with one or two points
- Avoid jargon
- Get real about what meets their needs/resources



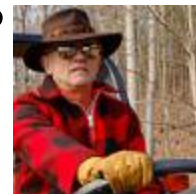
What Can **We Provide** That They Want?

- Let's consider some of our standard “default” services.
- What do we now know about the needs/values in the four attitudinal segments?
 - Woodland Retreat Owners - Working the Land
 - Supplemental Income - Uninvolved
- What is missing that could be beneficial to a particular segment?
- What might need to be revised or repackaged?



Forester A (Tom)

- Tom has predominantly focused on timber sales for the *Working the Land* segment.
- After reviewing his regional/Oregon state data from the Woodland Survey, Tom realizes that the top three reasons for owning the land are NOT for working the land, but instead:
 - 1) Privacy, 2) Beauty/scenery, 3) Legacy
- He decides to repackage his approach to appeal to Woodland Retreat Owners.



Forester A (Tom)

After Repackaging his Services

Before – Standard Service	After – Repackaged Service
<ul style="list-style-type: none">• Forest Management<ul style="list-style-type: none">• Timber sale administration<ul style="list-style-type: none">• Forest products marketing• Logging engineering• Forest Stewardship Plans• Forest Tax Law Plans• Property Management<ul style="list-style-type: none">• Boundary Line Maintenance• Forest Stand Improvement• Inventories and Appraisals<ul style="list-style-type: none">• Damage Appraisals• Habitat Inventories• Timber Inventory• Timber Theft Appraisals	<ul style="list-style-type: none">• Woodlot Protection<ul style="list-style-type: none">• Property line I.D. & marking• Security & protection surveillance• Water quality protection• Nature and Wildlife Enhancement<ul style="list-style-type: none">• Habitat assessment• Plant and wildlife survey• Woodlot aesthetics enhancement• Wildlife improvement cost-share plans• Recreation Planning<ul style="list-style-type: none">• Trail layout and building



Forester B (Jim's) Services Description

- **Timber Appraisal**: A **timber** appraisal assigns **current market prices** to a forest **inventory**. Market prices from recently **closed timber sales** are utilized for this purpose, as well as first hand knowledge of other **timber sales** conducted and attended by professional consulting foresters.
- **Forest Management Plans**: Each **forest management plan**, either basic or comprehensive in nature, is tailored to the objectives, goals and needs of the **landowner**. While the **production of forest products remains the foremost consideration** for most landowners, the **recreational benefits** of land ownership are becoming increasingly important.
- **Reforestation**: administration and supervision of **reforestation projects**. After a review of the area to be planted to assess soils, drainage, **and vegetative competition**, we offer consultation regarding choices in **site preparation, seedling species, and planting density**.
- **Phytoremediation**: a **cost-effective and proven strategy for the clean-up and removal of many organic contaminants from both the soil and groundwater**.



Forester C (Phil's) Services Description

- We provide comprehensive forest management *assistance to private landowners*. Our loyalty and our obligation is to them, their forests, and their goals.
- We offer a range of services including forest plans, woods appraisals, harvesting and planting assistance, and tax planning.
- **Ownership goals of our clients include:**
 - *aesthetics*
 - *recreation*
 - **income**
 - *wildlife*
 - *family legacy*
 - *pride and self-satisfaction*
 - **security**



Forester C (Phil) Benefits of Using a Forester

- *Peace of mind knowing a professional consulting forester is looking out for your welfare*
- *Achieving your objectives (e.g. recreation, aesthetics, wildlife, financial, etc.)*
- *Protecting your forestland investment*
- *Improving forest growth and health*
- *Getting the best value from your forest*
- *Minimizing Taxes*



Shift or Repackage Our Services

- Recognizing the shifts in family forest ownership requires us to shift or repackage our communications and service offerings accordingly.
- It also provides a tremendous opportunity to increase business, expand programs and connect with more people.



Presentation Resources

1. Why 'Saving the Trees' is Ruining the Forests
2. 8 Easy Ways to Do Right by My Land
3. Keeping My Woods in the Family
4. I Came Up Here to Have Fun, Not to Work!

www.treefarmssystem.org/inspectorscorner



For More Tools and Information

- Online
 - www.mylandplan.org
 - www.treefarmssystem.org
 - www.engaginglandowners.org
- Brochures



What do you want to do with
your land?

Enjoy it

Protect it

Make it healthy

Profit from it

Pass It On

Use the AFF Tool

Learn more

MY LAND PLAN

- ▶ What do you want to do with your land?
- ▶ About My Land Plan
 - ▶ [Learn more](#)
 - ▶ About AFF Staff
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WHO CAN HELP

- ▶ Seeking Help
- ▶ Types of Professionals
- ▶ Your State Forestry Agency Information

Welcome to the [American Forest Foundation's](#) online tool created for woodland owners by woodland owners. This unique tool is designed to help you realize your vision for your woods and is currently being offered at no charge to all woodland owners. It will help you:

- **Get to know your property better:** You can create a map of your land and record special features, such streams, trails, etc. You can also mark special attributes or events such as rare plants or animal sightings.
- **Set your sights:** If you don't know what you want, you're not likely to get it. So, one of the first areas you can explore is how the planning tool can help you prioritize what you want from your woods, now and in the future.
- **Chart a path:** Once you've set your goals, the tool suggests easy steps to get you there. Read up about them and make a To Do list that makes sense for you and your family.
- **Find relevant resources:** The tool provides customized, carefully selected information and connects you to professionals and organizations that can help you tackle your To Do list.
- **Track your actions and their results:** You'll have the double satisfaction of checking things off your To Do list and seeing real changes in your woods.
- **Show off your property:** Create a lively journal of your experiences in your woods, so you can see what changes from day to day, month to month, and record all those fun times and special moments. You can keep this private or share your experiences with your family members and other woodland owners. You can even share your forest journal entries on other social sites, like Facebook.
- **Connect to other woodland lovers,** who will give you support, encouragement, and advice. Give them the same. Share the love!



[What is My Land Plan?](#)

Are you ready to get started?

[YES, Sign me up now.](#)

✓ A new account has been created for you. Please tell us some information about your land.

Tell Us About Your Land

How many acres do you own or manage? *

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

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[Home](#) » [new landowner research](#) » [SFFI Landowner Types](#)

The SFFI Landowner Types (Segments)

SFFI has identified four types of landowners based on their reasons for owning woodlands (as reported in the [National Woodland Owner Survey](#)).

The Woodland Retreat Owners



Woodland Retreat (WR) landowners place higher importance on lifestyle and amenity reasons for owning woods. They gave high (top quintile) importance ratings to one or more of the lifestyle reasons listed on the survey, but not to the two financial reasons in that list.

[Learn more about Woodland Retreat owners »](#)

Working the Land Owners



The Working the Land (WTL) segment consists of landowners who assign high importance to both lifestyle and financial reasons for owning woods. When asked to rate the importance of seven listed reasons for owning woods, WTL owners' ratings were in the top quintile for at least one financial reason and one lifestyle reason.

[Learn more about Working the Land owners »](#)

The Supplemental Income Owners



The Supplemental Income (SI) owners are the opposite of Woodland Retreat owners. They assigned high importance to one or both of the financial reasons listed on the survey, but their ratings on the amenity reasons were not within the top quintiles for the overall survey sample.

[Learn more about Supplemental Income owners »](#)

The Uninvolved Owners



New Landowner Research

[SFFI Landowner Types](#)

[Woodland Retreat](#)

[Working the Land](#)

[Supplemental Income](#)

[Uninvolved](#)

[Segment Comparison Chart](#)

[The Prime Prospect Analysis
Landowners in Your Area](#)

Summary

Want to *reach diverse audiences*?

- Share stories, connect through values.
- Tailor services to a broad diversity of individuals.
- Adapt your communication, materials, behavior and language to specific clientele or market segment.
- Incorporate new communication approaches and redefine or repackage services.



Future

- Take Risks
- Be Vulnerable
- Connect
- Form Deeper Relationships



Thank You!

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American Forest Foundation WE GROW STEWARDSHIP EVERY DAY

