

Let Landowners Lead

& Other Tips for Land Conservation Outreach

Emily Warner
Land Protection Director
Potomac Conservancy



Traditional Outreach Methods

1. Mailings

Pros:

- Target specific, desired landowners
- Make many contacts at once
- Easy to do

Cons:

- Not very effective
- Difficult to keep mailings unique
- Not fun
- Risk of **JUNK MAIL** perception



2. Event Tabling

Pros:

- Interested people come to you
- Others can recommend you
- Chance to meet/talk in person

Cons:

- Preparation is time-consuming
- Most attendees don't stop
- Very few “targets” come forth

Tips for Tabling

- Make Maps & Photographs prominent
- Deliver your message in Photographs
- Give it some space



If you're curious about a table/organization but reluctant to admit it, would you approach a “manned” table or sneak in when the staffer is getting a funnel cake?

Bird analogy:

- Better to flit around the nest (so folks know you are connected & can find you if they want to talk) than to sit in it all the time. of course, abandoning it is also a bad idea. Balance.

3. Cold Calls & Unsolicited Visits



1. Let Your Landowners Lead



Why?

- They know the land
- They know the people:
 - who will be interested
 - who won't be
 - how to approach
- **Other landowners trust them**
- They can introduce you

With their help, you can put aside mailings and cold calls & use your time more efficiently!

2. Be Strategic

- Right Audience
- Right Place
- Right Time
- Right Presenter
- Right Materials



Guess who's talking to who (at first, anyway)?

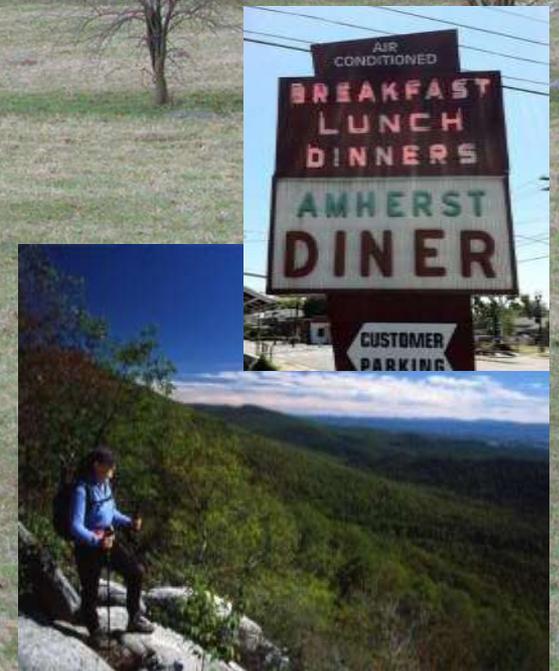
3. Make it Personal

- Meet where your landowner feels comfortable
- Focus on ***how you can help him***
- Send *hand-written* notes
- Learn the dog's name
- Be curious



4. Be Community-Engaged

- Get involved
- Show your passion
- Buy coffee at local hang-outs
- Speak for community groups



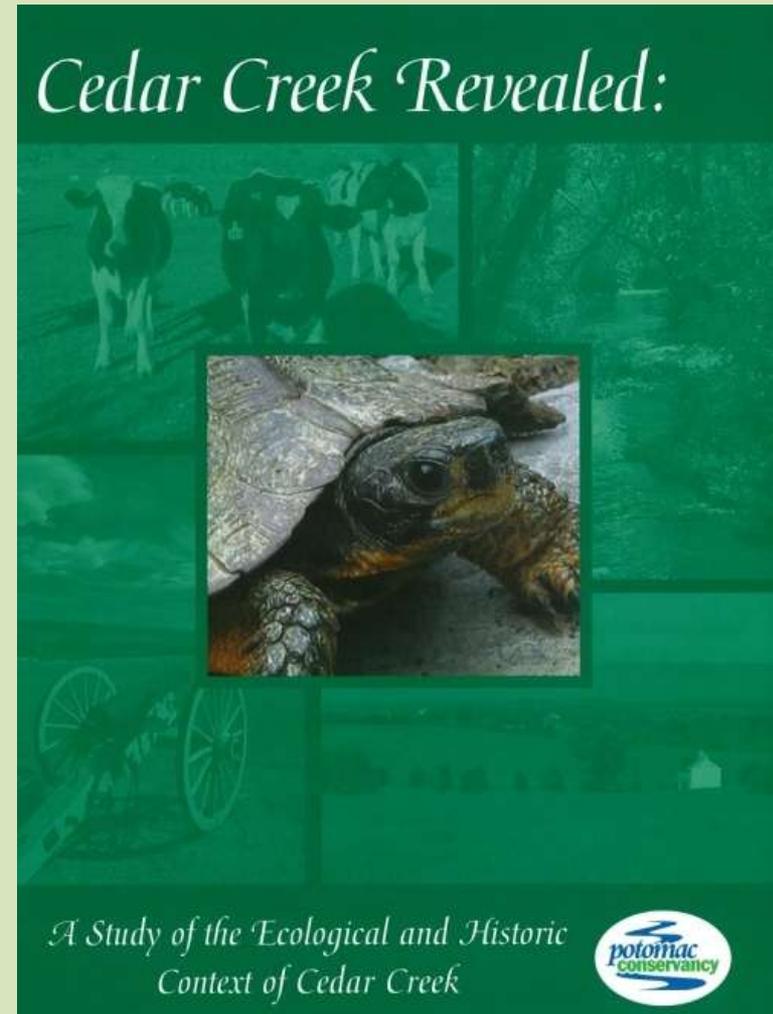
Community Reports

Showcase:

- Iconic Features
- Plants & animals of interest
- Historic sites
- Cultural characteristics
- Resident surveys and quotes

Purpose:

- Learn what matters to the community
- Boost community pride
- Tool to show how your work advances community goals



5. Cultivate “Pathway” Landowners

Pathways have a trusting relationship with both you & a priority landowner

They are:

- Neighbors
- Friends/Family
- Colleagues
- Professional advisors (attorneys, accountants)

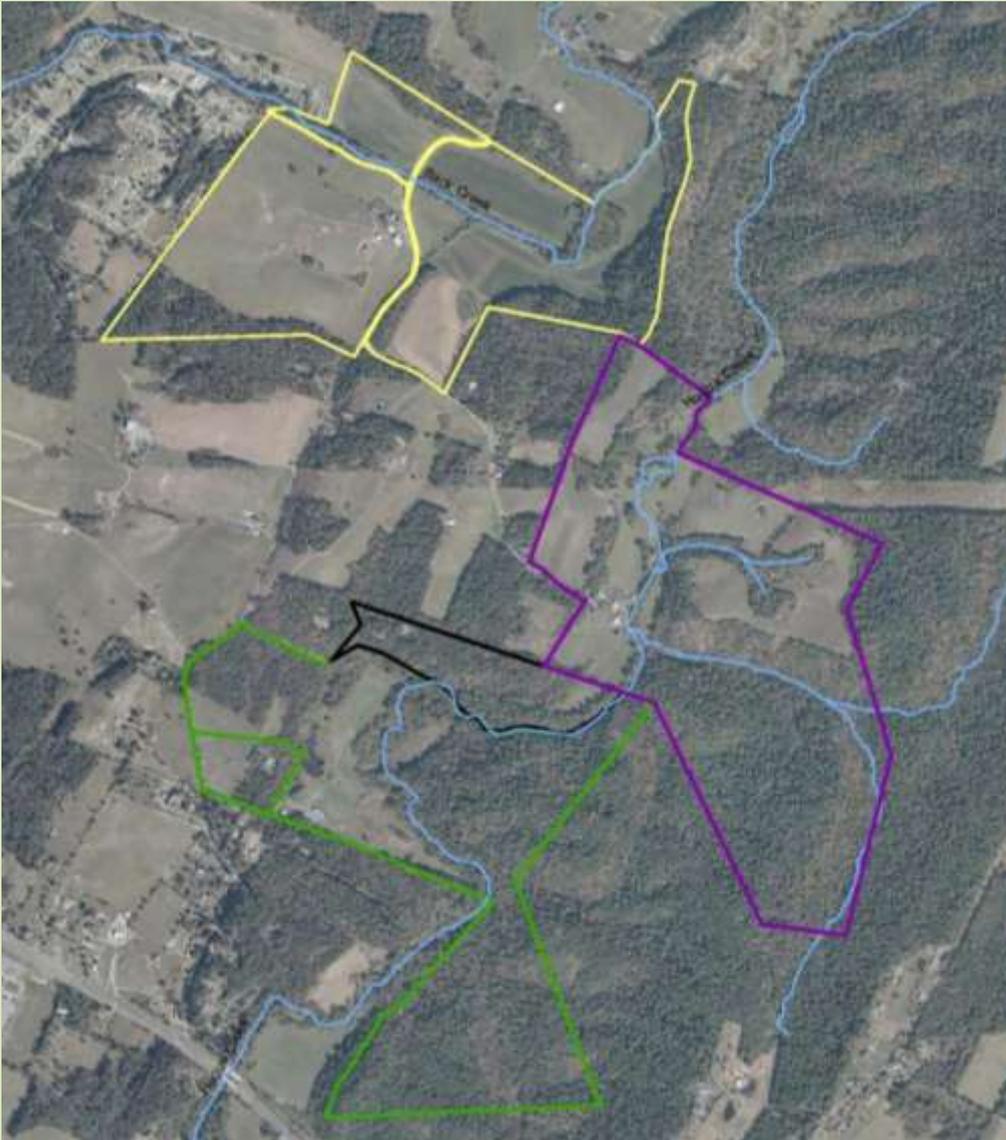


What does a Pathway Do?

- Tells the facts; remains trustworthy
- Shares easement & land trust information
- Facilitates 1st meeting between land trust and landowner
- Supports landowner through the easement process.



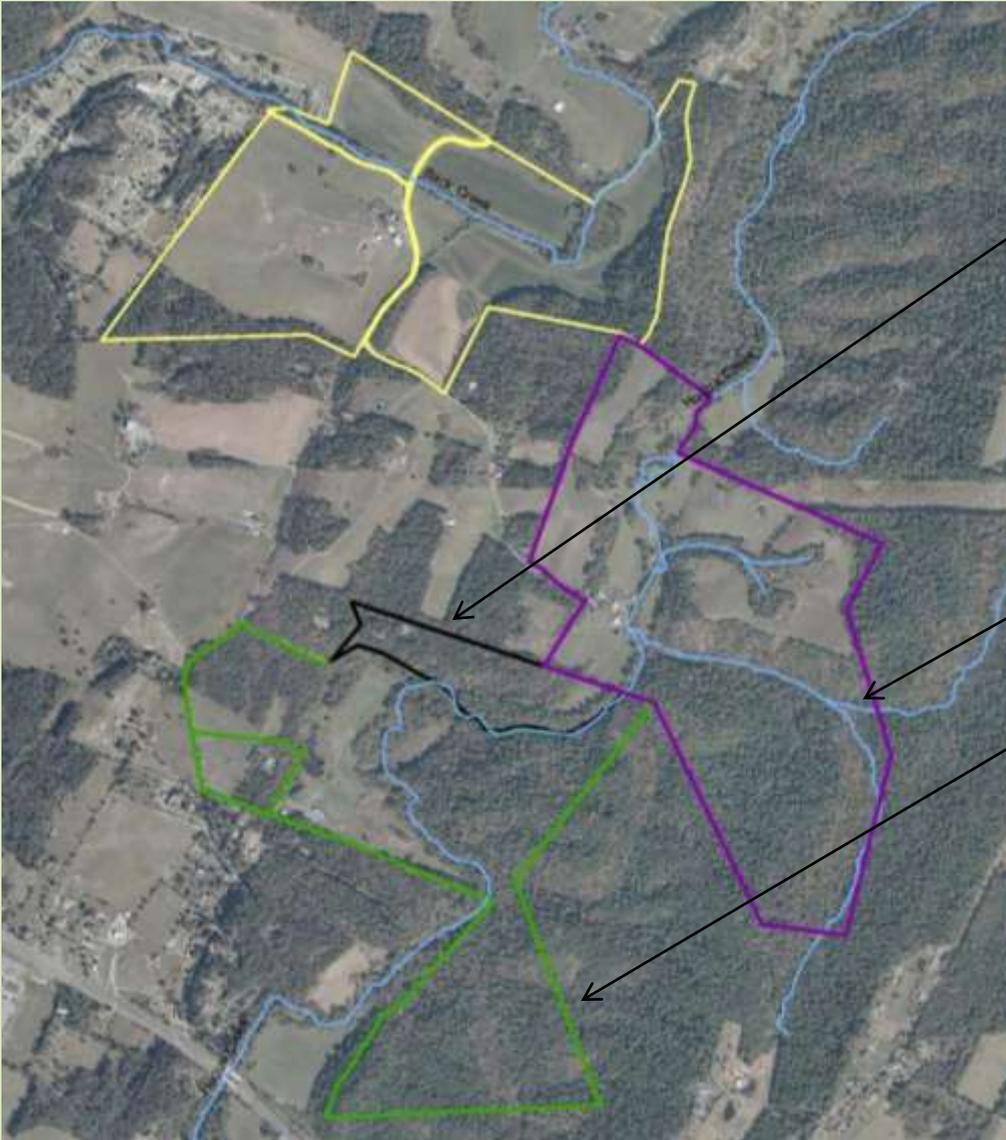
Example: John's Easement Hub



- 1 new pathway
- 3 new easement donors
- 605 contiguous acres
- 1.2 miles of Hogue Creek
- ½ mi of Back Creek
- 1.5- 2 mi tributary streams



Example: John's Easement Hub



John donated CE on the small black property (27 acres) in 2006. Talked CE's to neighbors since then.

Spring 2011, something clicked- Purple & Green called me within 1 month's time.

Purple completed easement donation in December 2011,

Green on track to do so in 2012,

Purple became a new Pathway, talked to Yellow, and in March 2012, Yellow called me. Looking promising. John started a chain reaction



Looking from Purple toward Yellow

New Landowner Contacts

<u>New Landowner</u>	<u>How he/she found Conservancy</u>
• Bridget	Friend/Neighbor
• Paul	Friend/Neighbor
• Molly	Neighbor
• Nicole	Neighbor
• William	Neighbor
• Bessie	Business associate
• Kyle	Business associate
• Greg	Accountant/tax credit broker
• Virgil	Attorney & a Friend
• Francis	Newspaper article

Note: Almost all Personal Contacts. No phone calls or letters.

Better Outreach Summary

A scenic landscape featuring a golden field in the foreground with several large hay bales. In the background, there are rolling hills covered in dense green forest under a clear blue sky with a few wispy clouds.

- **Let landowners lead**
 - **Be strategic**
 - **Make it personal**
 - **Be community-engaged**
 - **Cultivate pathways**