10/6/23 MLTC Land Trust & State Agency retreat

Willing Sellers discussion (Landowner outreach and engagement strategies):

* Technical assistance funds (state-wide) for communications / messaging / marketing (public awareness campaigns)
  + Cost effective way of assisting all land trusts
* “Valuing Nature Services” toolkit (customizable slide show) – on MLTC website, for building a case for conservation (adapt for landowners as target audience?) <https://massland.org/naturesvalue>
* Articles in newspapers – values of conservation
* Increase collaboration amongst land trusts for raising awareness and reaching landowners
* Legislative visits – regional collaborations including Land Trust reps and Town officials within legislative districts to engage legislators and share conservation priorities. Share throughout communities to increase awareness and to promote conservation (public radio, newspaper, social media).
* Neighborhood outreach: series of indoor sessions, walks, continued engagement – Mount Grace and Mass Woods grant funds available (covers staff and volunteer time)
* Land Conservation Options workshops with food – hold meetings in a community space (libraries, Town Hall), identify target audience and conduct targeted outreach (individual landowners, farmers, forest landowners, partner with Agricultural Commissions or other groups)
* Neighbor to neighbor outreach, testimonials from folks who have conserved their land, storytelling, promote on website or newspaper. Putting a face on land conservation.
* Direct letter writing, incorporate the TNC Language of Conservation memos. Customize to ensure that the letter is tailored to the landowner and their land. Handwritten letters are very effective.

<https://conservationtools.org/library_items/1319-The-Language-of-Conservation-Updated-Recommendations-on-How-to-Communicate-Effectively-to-Build-Support-for-Conservation>

* Communications from 3rd parties – wealth advisors, estate planners, and community foundations
* Focused outreach to landowner groups (owners enrolled in 61A)
* Land conservation staff – retaining land conservation staff is key. Invest in the team.
* Invest in land conservation capacity on staff (share resources) and consider capacity building funding options.
* Interactive mapping and analysis - communicate priorities with partners, conduct networking with partners to identify strategies to reach specific landowners
* Invest in relations with Conservation Commissions, MACC
* Wildlife corridors, water corridors, trails – focus on the connections and outreach these landowners