



## TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

Are you reaching landowners effectively and efficiently? Are you accomplishing your conservation goals? The Tools for Engaging Landowners Effectively (TELE) approach combines principles of targeted behavior-change marketing with relevant data on landowners to help you tailor your communications and outreach efforts to landowners' values and preferences. The resulting messages and materials are more relevant and meaningful for landowners, and are more likely to lead to the desired actions and behaviors.

Start enhancing your landowner outreach and engagement with TELE's free guide, workbook, and supporting resources.

- ★ Visit the [Website](#)
- ★ [Download the Guide](#)
- ★ [Download the Workbook](#)
- ★ Check out [examples](#) of prior TELE projects

### TELE Landowner Segments

TELE divides landowners into **four broad groups** based on their **motivations** and **reasons for owning land**: Woodland Retreat Owners, Multi-Use Owners, Supplemental Income Owners, and Uninvolved owners.

### TELE Landowner Profiles

Using data from the National Woodland Owner Survey (NWOS), TELE has created profiles of **more than thirty landowner segments based on characteristics** such as level of engagement, management practices, and size of land holdings. For Washington, you can **download the Woodland Owner Profile** for family woodland owners with 10+ acres.



## 6 Steps to Effective Communication

- 1 **Set Your Objective** | What do you want landowners to do?
- 2 **Choose an Audience Segment** | Who is your target audience?
- 3 **Develop an Audience Profile** | What audience attributes and values can you tap into?
- 4 **Develop Your Message** | How will you convince your audience to take action?
- 5 **Choose Channels** | How will you reach members of your target audience?
- 6 **Implement, Evaluate, and Adapt** | Are you reaching your target audience and are they taking the desired action? What can you do better?



## QUICK TIPS FOR ENGAGING LANDOWNERS

- Focus on addressing changes to **behavior and actions**, rather than attitudes and knowledge.
- Speak **their language** and solve **their problems**.
- Connect through **shared values**.
- **Keep it simple**: Your message should only ask landowners to take **one action**.
- **Images** get people's attention.
- Keeping a message too general may result in your message not reaching anyone. **Find a target audience**.

Check out examples of how some groups are engaging landowners in Washington:

[Building a Grassroots Culture of Rx Fire](#)  
[Building Capacity for Prescribed Fire](#)  
[Using Social Media to Drive Action](#)

If you are looking to host a Tools for Engaging Landowners Effectively (TELE) training, reach out to [info@fireadaptedwashington.org](mailto:info@fireadaptedwashington.org) for contractor referrals.