5 improvements to private lands conservation

My Wisconsin Woods

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Cost-share: 9%
Written management plan: 8% (WI 17%)
Conservation easement: 3% (WI 3%)
Green certification: 2%
(National Woodland Owners Survey 2002-2004)
“...the only certainty in this life is change but...”

Wisconsin Woodland Owner

• 20% are new owners  
  (acquired woodland less than 5 years ago)

• 40% are absentee owners  
  (live more than 1 mile from their woods)
…but change can be directed toward a constructive end.”

Henry Wallace, 1953

Wisconsin Woodland Owner Activities

• 47% have removed trees for timber
• 33% have sought advice or information on woodland management
• 20% of the sawmill and wood product output in WI ($870 million output)
### Who is the Driftless Forest Network?

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What outcomes?

- Increase landowner action
- Sustain diversity, productivity, and function of woodlands
- Increase return on investment (ROI)
- Continuous improvement
1. Provide convenience to landowners.
Welcome to My Wisconsin Woods

Wonder what types of trees are in your woods? How to promote wildlife? Interested in financial support to help care for your woods? Ways to reduce your taxes? How to pass on your land to future generations?

My Wisconsin Woods can answer these questions and more! Learn about our partners working together to help you or tell us what's on your mind.

My Wisconsin Woods currently works with landowners who own woods in the Driftless Area of Wisconsin.

The Driftless Area, sometimes referred to as the Paleozoic Plateau, is a unique region of the Upper Mississippi River Basin with a landscape that is rich with ecological and economic opportunities. The area was bypassed by the glaciers, resulting in a distinct ecosystem and natural beauty.
2. Understand landowners.
Psychographics - personality, values, opinions, attitudes, interests, and lifestyles

Reasons for owning woodlands
(NWOS 2002-2006)
Landowner Typologies

- Woodland Retreat Owners
- Working the Land
- Supplemental Income
- Uninvolved

Amenities → Financial
3. Target an audience - speak to them.
Identifying the Driftless Forest Network Audience

Previously unengaged landowners

NO previous involvement in
Cost-share programs
Education programs
Membership
Managed Forest Law

Database
Watch what you say, words matter

Woods, woodland, woodlot
   Forest

Woodland owner or landowner
   Family forest owner

Looking after or caring for the land
   Land Management, stewardship, conservation

Wildlife or critters
   Animal population

Harvesting trees
   Logging, timber

These are Wildlife Woods. Are yours?
Get your free copy of the My Healthy Woods handbook to find out.

Money does grow on trees!
Get the My Healthy Woods handbook to find out how.

These are Wildlife Woods. Are yours?
Meet with our local forester to find out.

Are you getting what you want from your woods?

Money does grow on trees!
Meet with a local forester to find out how.
DFN Outcomes

We can significantly increase response rates
- 12,500 woodland owners touched
- 2,065 responded
- **16% overall response rate**
  - 13.4% average campaign response (compared to typical 1 to 4%)

We can identify and reach unengaged landowners in significant numbers
- **90% with no previous engagement**
4. Provide customer support to landowners.
“I’m ready to act”

“I’m over my concerns”

“I understand”

“I got information”

Offer 1

Offer 2

Offer 3

Offer 4
Ongoing “marketing” campaign

Keep MWW present

Promote partners

Timely and relevant info

Relatively inexpensive

Initiated in November 2012

Hitting 1,450 inboxes
5. Track landowner progress to know success.
Landowner Example
Phil from Richland County

November 2011
Responds to advocate campaign

March 2012
Meets with advocate and forester

April 2012
Forester prepares plan

July 2012
Advocate follows-up

November 2012
Receives enewsletter

July 2013
Opens WFLGP call to action

August 2013
Applies for WFLGP

November 2013
Receives WFLGP funding
Biggest Lesson Learned

Target audience, apply activity, achieve outcome

- Time (2 years)
- Multiple channels (direct mail, email, personal phone calls)
- Multiple offers (peer, enewsletter, forester, cost-share)
- Tracking – ability to link intervention and outcome