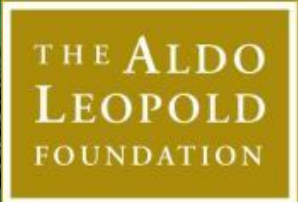


# 5 improvements to private lands conservation

## My Wisconsin Woods



Steve Swenson<sup>1\*</sup>, J. Greenberg<sup>2</sup>, B. Huffaker<sup>1</sup>, A. Koshollek<sup>1</sup>, T. Knoot<sup>3</sup>, C. Nielsen<sup>3</sup>, J. Nuñez<sup>4</sup>, M. Rickenbach<sup>4</sup>, H. Schnitzler<sup>5</sup>, and J. Simoni<sup>1</sup>  
<sup>1</sup>Aldo Leopold Foundation, <sup>2</sup>American Forest Foundation, <sup>3</sup>Wisconsin Department of Natural Resources, <sup>4</sup>University of Wisconsin-Madison, and <sup>5</sup>Arlington Tree Farm

# Forest Ownership in the Coterminous United States, 2006

Cost-share: 9%

Written management plan: 8% (WI 17%)

Conservation easement: 3% (WI 3%)

Green certification: 2%

(National Woodland Owners Survey 2002-2004)



## Data sources:

Forest area - USGS National Land Cover Database 2001  
Ownership - CBI Protected Areas Database, Version 4.0  
State and countries - ESRI Data & Maps 2006

## Produced by:

USDA Forest Service, Northern Research Station  
Forest Inventory and Analysis, Family Forest Research Center  
Brett J. Butler (21-May-08)

“...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?

Wisconsin Woodland Owners Assoc.

Wisconsin Tree Farm

UW – Extension

Aldo Leopold Foundation

WI Department of Natural Resources

National Wild Turkey Federation

Walnut Council

Southwest WI Regional Planning Com.

Wisconsin Bird Conservation Initiative

Southwest Badger RC&D

Kickapoo Woods Cooperative

American Forest Foundation

US Forest Service

Natural Resources Conservation Service

US Fish and Wildlife Service

The Nature Conservancy

UW – Madison, Stevens Point

# What outcomes?

- Increase landowner action
- Sustain diversity, productivity, and function of woodlands
- Increase return on investment (ROI)
- Continuous improvement

1. Provide convenience to landowners.



- News
- Calendar
- About Us
- Contact Us
- Success Stories
- Woodland Advocate Program
- Resources



## Welcome to My Wisconsin Woods

What's on your mind?



**“One-stop shopping”**

Wonder what types of trees are in your woods? Wanting 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 by-passed by

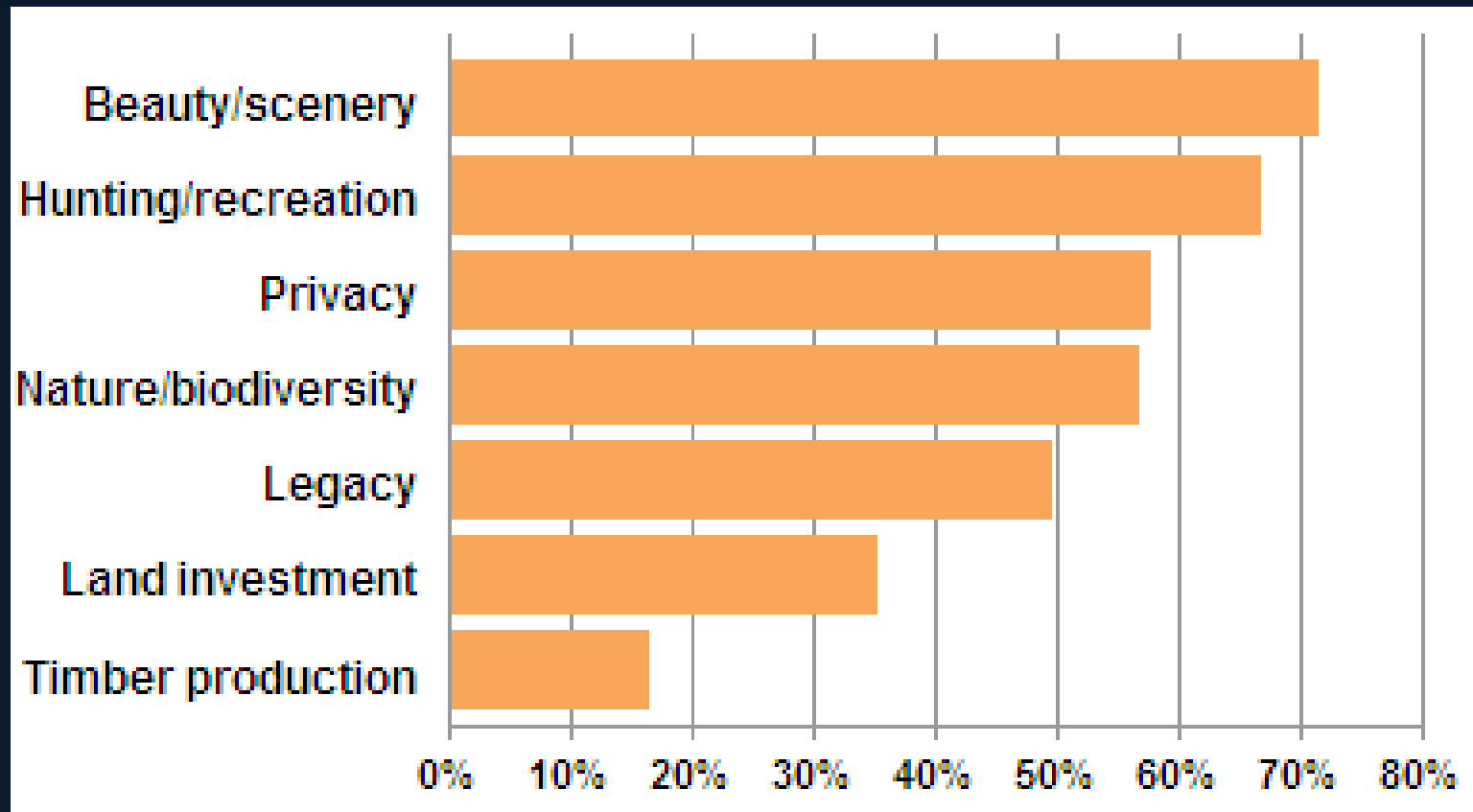


2. Understand landowners.

# 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



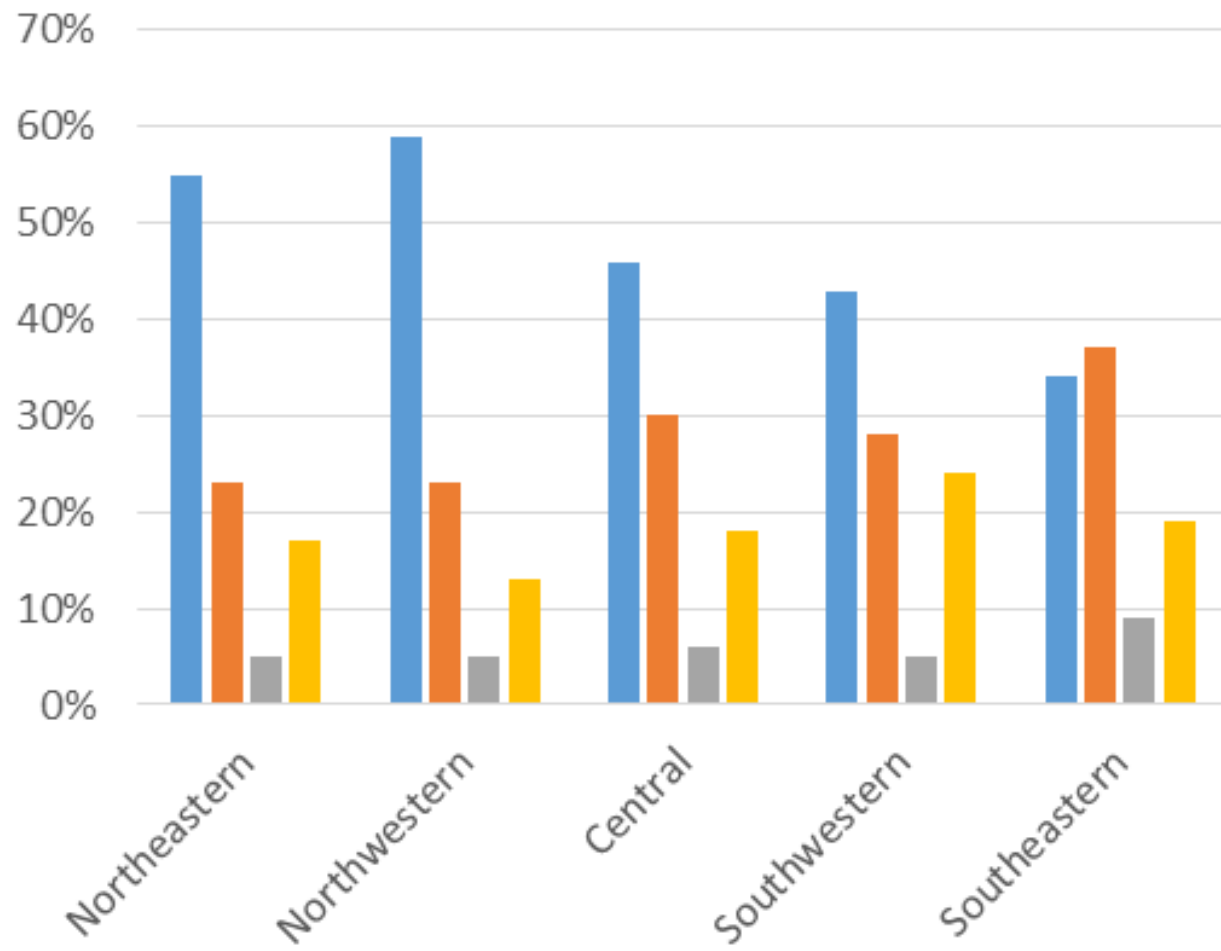
Uninvolved

Amenities

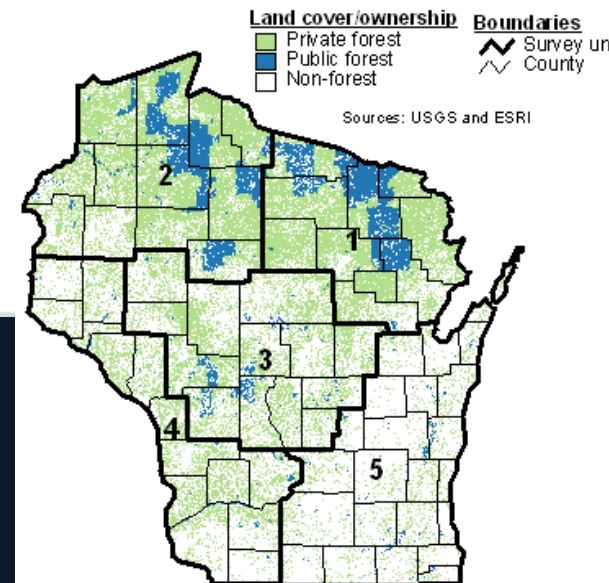


Financial

# Woodland Owner Typologies in Wisconsin



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



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**

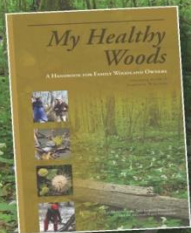
**Looking after or caring for the land**  
**Land Management, stewardship, conservation**

**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.




My Wisconsin  
Woods 

[MyWisconsinWoods.org](http://MyWisconsinWoods.org)

Are you getting what you want  
from your woods?

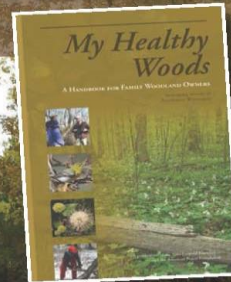


My Wisconsin  
Woods 

Get the *My Healthy Woods*  
handbook to find out.  
[MyWisconsinWoods.org](http://MyWisconsinWoods.org)

Money does grow on trees!

Get the *My Healthy Woods* handbook  
to find out how.



My Wisconsin  
Woods 

[MyWisconsinWoods.org](http://MyWisconsinWoods.org)

These are Wildlife Woods.  
Are yours?

Meet with our local forester  
to find out.

My Wisconsin  
Woods 

[MyWisconsinWoods.org](http://MyWisconsinWoods.org)

Are you getting what you want  
from your woods?



My Wisconsin  
Woods 

Meet with a local forester to find out.  
[MyWisconsinWoods.org](http://MyWisconsinWoods.org)

Money does grow on trees!

Meet with a local forester  
to find out how.

My Wisconsin  
Woods 

[MyWisconsinWoods.org](http://MyWisconsinWoods.org)



# 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.

Offer 4

“I’m ready to act”

Offer 3

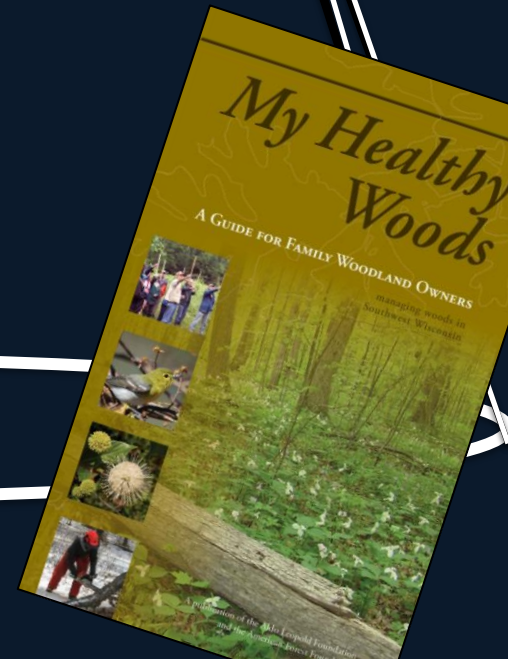
“I’m over my concerns”

Offer 2

“I understand”

Offer 1

“I got information”



# My Wisconsin Woods E-Newsletter

- ✓ Ongoing "marketing" campaign
- ✓ Keep MWW present
- ✓ Promote partners
- ✓ Timely and relevant info
- ✓ Relatively inexpensive
- ✓ Initiated in November 2012
- ✓ Hitting 1,450 inboxes



## Woodland News You Can Use

Dear Jen,

Our March issue of **Woodland News You Can Use** focuses on:

- **Woodland News** - Oak: for beauty, wildlife, timber... and funding!
- **Ask the Expert** - I don't have a management plan for EQIP.
- **Invasive to Watch** - Garlic mustard. Is this in your woods?

**Funding for Driftless landowners - two weeks left!**  
Your projects have a great chance of being funded through the popular EQIP cost-share program - but time is running out! Payments typically cover 75% of total project expense! Projects are identified in your management plan. Don't have a plan? See "Ask the Expert" below!

### Woodland News



**Oak: for beauty, wildlife, timber... and funding!**  
Southern Wisconsin's flagship tree species is receiving special attention: EQIP cost-share applications that include projects benefiting oak score higher, increasing the chance of funding!

Want to learn more about oak and EQIP?

- [Contact Thomas Wyse](#), our oak expert, with your specific questions.
- [Learn more about EQIP and special funding](#) for Driftless Area landowners.

### Ask the Expert



**I don't have a management plan for EQIP. What now?**  
To receive EQIP funding for a project in an existing woodlot, a forest management plan must be in place. Getting a plan is easy and EQIP funds help pay for it! **Where do I start?** First talk to your [local NRCS office](#).

They will ask you questions about your property, set you up with a Farm.

- Matt Otto, Resource Conservationist  
NRCS (Natural Resources Conservation Service)

Have more questions? [Contact us](#). We'll answer your question or find the person who can!

### Invasive to Watch



**Garlic mustard**  
What is garlic mustard? Garlic mustard is a biennial (lives for two years), non-woody plant that grows 2-4 feet tall. In its first year, it develops a dense cluster of leaves on the ground. The next year, a flowering stalk grows out of the center of the rosette. Flowers are white and very small.

*Garlic mustard in year 1 on the left; year 2 on the right.*

- Excerpt from *My Healthy Woods: A Handbook for Family Woodland Owners*

Want more information?

- Check out this [handout for more photos and control methods](#)
- Send your question to our [Invasives Expert](#)

*My Wisconsin Woods services are free and made possible by non-profit organizations and public agencies. For more information, call us toll free 855-MY-WOODS (699-6637).*

*My Wisconsin Woods is an equal opportunity provider. This publication made possible through a grant from the USDA Forest Service.*

**In This Issue**

[Oak: for beauty, wildlife, timber... and funding!](#)

[Ask the Expert: I don't have a management plan for EQIP. What now?](#)

[Invasive to Watch: Garlic mustard](#)

**Featured Event:**

**Prescribed Burning Workshop**  
March 28 & 29  
Baraboo, WI

[Check our Calendar for more events!](#)

**Quick Links**

[Calendar of Events](#)  
[Resources](#)  
[Contact Us](#)  
[About Us](#)



My Wisconsin Woods is a [partnership](#) helping woodland owners like you in Southwest Wisconsin. We connect you to information, services and trained professionals to improve your woods.

[What's on your mind?](#)

5. Track landowner progress to know success.

# Landowner Example

## Phil from Richland County



# 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