

Communication Tools to Reach Landowners

Opportunities for our State Committees

ATFS Website: www.treefarmssystem.org

The ATFS website has a wealth of resources for landowners including:

- **The Get Started section:** for landowners interested in joining ATFS. Includes videos, the benefits of the program, steps a landowners needs to take and how to connect with their state program. www.treefarmssystem.org/get-started-american-tree-farm
- **Introduction to the 2015-2020 Standards of Sustainability for landowners:** This section includes resources, checklists and stories for each of the eight Standards of Sustainability, also available in a pdf and a limited number of hard copies www.treefarmssystem.org/intro-to-the-2015-2020-standards-of-sustainability
- **Management Plan Templates and guides for landowners and foresters:** This template and guides can help landowners understand the elements of their management plan and work with their forester to develop their plan. www.treefarmssystem.org/tree-farm-management-plan-templates
- **Woodland Owners Resource:** Landowners can search by state and find local resources on many important elements to the Standards of Sustainability, including BMPs, IPM, wildlife, pesticides, and special sites. www.treefarmssystem.org/woodland-resources
- **Advocacy Tools:** <https://www.treefarmssystem.org/advocacy-tools-visiting-capitol-hill>

For State Committees

- You can use, link to and repurpose these great resources in your communications with landowners through newsletters, workshops, field days, other events.
- You can get access to maintain your state pages on the ATFS website. We will train you in updating content, adding pages, and more; allowing you to maintain a web presence without the cost of hosting or maintaining a website. www.treefarmssystem.org/state-tree-farm-programs. Want to see what is possible? Check out North Carolina's page: www.treefarmssystem.org/north-carolina

ATFS Brochure

This colorful and informative brochure was developed for landowners interested in becoming a part of the American Tree Farm System. It includes a postcard requesting additional information. All postcards received by ATFS are entered into the ATFS database under the prospect category so state committees can communicate with these interested landowners.

For State Committees

- A limited number of hard copy versions of the brochure are available for state committees, contact operations@treefarmssystem.org.

ATFS Addendum Tool

The ATFS Addendum is an important tool for our certified Tree Farmers. It will help them review their management plans, reflect on their stewardship objectives, assess the current condition and health of their woods and ensure that their management plan meets the 2015-2020 Standards. The addendum is currently available in three formats:

1. To print a hard copy and fill out by hand.
2. As a fillable pdf that can be completed online and saved as a digital file.
3. As a tool on MyLandPlan.org that allows landowners to easily update their addendum over time as well as download a pdf version to share.

Learn more: www.treefarmssystem.org/atfsaddendum

For State Committees

- A limited number of hard copy versions of the brochure are available for state committees, contact operations@treefarmssystem.org.

Standards of Sustainability: What's in it for Family Forest Owners?

This full color booklet provides Tree Farmers the information they need to understand the 2015-2010 Standards. Also included are useful tips, additional resources, checklists and stories from fellow Tree Farmer.

For State Committees

- A limited number of hard copy versions of the brochure are available for state committees, contact operations@treefarmssystem.org.

Forests and Families Emails

We send weekly emails to our Tree Farmer email lists highlighting tools available to our landowners, including those around compliance with the new Standards, recognizing our Tree Farmers, policy updates, etc. Our email list is current over 20,000 and we get open rates and click to open rates that are better than industry average.

For State Committees

- Do you have information that you would like to share with Tree Farmers in your state via email? We are able to add targeted content that is only sent to specific landowners in our general email. States have used this function to share state specific resources, upcoming state events, online surveys, etc. If your state would like to include some state specific information in an upcoming Forests and Families email, then send it to ckuebler@forestfoundation.org by Monday morning for placement in that week's email. Include 200 words or less of text, links to websites if applicable and either an image or the type of image you would like to include. Here is an example from Ohio that was included at the bottom of several weeks of Forests and Families emails:



The Ohio Tree Farm Committee needs your help!

Help us improve the quality of our information about Tree Farms in the Buckeye State. You and all the Ohio Tree Farmers will receive a letter asking you to update your information. Please help us by taking a few minutes to respond. You can also use the online survey if you'd prefer by visiting: www.treefarmsurvey.com.

Complete your survey before November 15th and you will be entered into a drawing to win an [Arborwear Double Thick Sweatshirt embroidered with the Tree Farm Logo](#). Feel free to email any questions to: survey@ohioforest.org.

MyLandPlan.org

Mylandplan.org is an online resource for woodland owners. The site includes valuable content to help landowners create wildlife habitat, protect the water on their land, maintain the health of their woods and addressing the topics of the Standards of Sustainability. The tools on the site allow landowners to easily map their land, set their goals, record the history of their land and track their activities. This tool is particularly valuable to Tree Farmers and can address past assessment issues around maps, archiving their management plan and documenting their activities.

[For State Committees](#)

- MyLandPlan.org content can be linked to and/or repurposed for newsletters and other communications, as long as the website is attributed.
- Presentations, brochures and how to sheets are available for state committees to use during events for landowners. For more information, contact ckuebler@forestfoundation.org

[ATFS Webinar Series](#)

We offer webinars providing landowners with access to experts on a range of topics that are of interest to them and are important for the implementation of the Standards of Sustainability. All webinars are recorded and available on the website. CFE credits are requested for most webinars.

[For State Committees](#)

- Do you have a topic and/or speaker for a webinar? Let us know at operations@treefarmssystem.org. We are always looking for topics and speakers for our series and we are happy to host landowner webinars for our state committees. They can be state or region focused, for example we did a webinar on Birds of the Northeastern Forest: www.treefarmssystem.org/birds-of-the-northeastern-forest

- Share archived webinars including those around the 2015-2020 Standards:
www.treefarmssystem.org/webinar-archive

Your Legacy, Your Land

As part of the 75th anniversary of ATFS, we partnered with Oregon State University to develop the Your Legacy, Your Land program. This program broke the legacy planning process into easy steps that landowners can begin to work on. Resources are available online including, videos with experts, tips and worksheets. The legacy planning steps are:

1. Make a commitment to your legacy
2. Create an overview of your estate
3. Set goals for your legacy and your land
4. Outline who does what on your land and plan for who will do it in the future
5. Gather your documents
6. Identify and communicate with your heirs
7. Plan and host a family meeting
8. Review different ownership and estate options
9. Find an estate planning attorney
10. Consider a conservation easement
11. Develop your plan
12. Execute your plan

Learn more at: www.mylandplan.org/your-legacy-your-land

For State Committees

- Your Legacy, Your Land content can be linked to and/or repurposed for newsletters and other communications, as long as the program is attributed.
- The worksheets and other resources can be printed out and used at local events, as long as the program is attributed.