



Working Forests Initiative - Conservation-based Estate Planning Outreach

Neighborhood Outreach Project

Request for Proposals

Are you interested in reaching more landowners?

Landowner decisions are often informed by their friends and neighbors. Increasing the amount of relationships among neighbors can help landowners make informed decisions about their land. We are looking for proposals to implement “neighborhood-based outreach” to landowners on conservation-based estate planning, including land protection options. The goal of this project is to use social networks to help inform landowner decisions about the future of their land.

The ideal proposal will identify a critical neighborhood in Massachusetts and reach the landowners within it through a combination of neighborhood scale outreach activities that lead to landowners taking a specific action to plan the future of their land. The combination of methods of outreach could include, but are not limited to: neighborhood gatherings (e.g., potlucks, coffee & pie), trail building, multi-property inventories, citizen science, bird walks, invasive plant control, talks by professionals, delivery of resources, workshops, learning circles, online communities, and [insert your imagination here]. Desirable outcomes include seeking the advice of a professional (e.g., attorney, CPA, land protection specialist, appraiser), developing an estate planning tool for their land (e.g., will, trust), joining a current use program, pursuing a conservation easement, or working together to develop a landscape-scale conservation project. The location and size of the “neighborhood” are up to the applicant, but should strive to create and utilize relationships among landowners in a defined area. Applicants also need to justify the ecological value of their neighborhood.

Successful applicants will be asked to share their neighborhood outreach experience at the annual Open Space Committee Conference on April 25th, 2020.

Eligible Organizations and People

The following organizations and people from anywhere in Massachusetts are eligible for this grant. Partnerships are encouraged.

- Land trusts
- Conservation organizations (e.g., watershed associations)
- Regional conservation partnerships
- Municipal boards (e.g., con. com., open space committee)
- Natural Resource Professional (e.g., forester, wildlife biologist)

Funding:

Organizing outreach and facilitating social connections is time intensive. Applicants are therefore encouraged to include the cost of staff time in the proposal to ensure there is an appropriate amount of time dedicated to the activities.

- \$5,000 maximum
- No match is required
- This is a reimbursement grant program

Anticipated Project Start Date:

- ASAP

Project End Date:

- All activities must be completed no later than April 15th, 2020
- All bills must be submitted no later than April 30th, 2020
- A brief final report describing outreach activities, impacts, photos of events, and suggestions to improve the program must be submitted by May 15th, 2020.

Proposal Requirements:

- Description or a map of the neighborhood(s) and its ecological value
- Description of proposed outreach activities
- Description of desired outcomes
- Timeline of activities
- Basic budget

Please submit your proposal to Paul Catanzaro at paulcat@umass.edu.

Submission Deadline:

- Rolling basis. Proposals will be reviewed when they are submitted until the funding is spent.

For further Information:

Paul Catanzaro - University of Massachusetts Amherst
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(413) 545-4839

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