



*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 the advice and stories of friends and neighbors. 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. During a time of physical distancing, it’s critically important to leverage existing community relationships.

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. These 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 restriction, or working together to develop a landscape-scale conservation project.

The location and size of the “neighborhood” are up to the applicant, but the proposal should strive to create and utilize relationships among landowners in a defined area. Applicants also need to justify the community and ecological value of the selected neighborhood.

Previously funded projects enabled direct mailing of resources to high-priority landowners, in-person workshops and site visits, and individualized follow-up with interested landowners. During the spring of 2020, recipients adapted to COVID limitations by creating webinars (addressing estate planning, invasive plants, silvopasture and agroforestry, and natural history), YouTube videos (addressing Chapter 61 current use enrollment program, appraisals, forest management, and conservation restrictions), and a professional video to invite landowners to participate in the second phase of a neighborhood conservation effort.

### **Eligible Organizations and People:**

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

- Municipal boards (e.g., open space committee, conservation commission)
- Land trusts
- Conservation organizations (e.g., watershed associations)
- Regional conservation partnerships
- 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.

- Proposals requesting between \$500 and \$3,000 are encouraged, but larger requests will also be considered.
- 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 May 15th, 2021.
- All bills must be submitted no later than May 31st, 2021.
- A brief final report describing outreach activities, impacts, photos of events, and suggestions to improve the program must be submitted by May 31<sup>st</sup>, 2021.

**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 Sarah Wells at [wells@mountgrace.org](mailto:wells@mountgrace.org).

**Submission Deadline:**

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

**For Further Information:**

Sarah Wells – North Quabbin Regional Landscape Partnership  
[wells@mountgrace.org](mailto:wells@mountgrace.org)  
(413) 475-4101

*Funding for this project is being provided by the MA DCR Service Forestry Program  
through the Working Forests Initiative*

