



*Working Forests Initiative - Conservation-based Estate Planning Outreach*

## Neighborhood Outreach Project

### Request for Proposals

October 2021

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. This project aims 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 specific action to plan the future of their land. 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.

Previously funded projects included direct mailing of resources to high-priority landowners, in-person workshops, potlucks, and site visits, as well as individualized follow-up with interested landowners. During the spring of 2020 and 2021, recipients adapted to COVID limitations by creating webinars, YouTube videos, and a “newcomer packet” for new landowners in their community.

Successful applicants may be asked to share their neighborhood outreach experience in the 2022 Open Space Conference programming.

#### **Eligibility**

In keeping with the goals of the Working Forests Initiative, this grant is intended for areas with significant forest cover.

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

- Municipal boards (e.g., con. com., open space committee)
- 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 an appropriate amount of time is dedicated to the activities.

- \$5,000 maximum
- No match is required
- This is a reimbursement grant program
- **Eligible costs** include staff and volunteer time, outreach expenses (stamps, paper, design and printing costs, etc.) and event expenses (venue rentals, speaker stipends, food and beverages, etc.)
- **Ineligible costs** include those related to individual land protection projects (ex: appraisals, title work, etc.) and physical stewardship costs (ex: tools, dog waste bags, trees, plants, etc.)

**Anticipated Project Start Date:**

- ASAP

**Project End Date:**

- All activities must be completed no later than April 15<sup>th</sup>, 2022
- All bills must be submitted no later than April 30<sup>th</sup>, 2022
- A brief final report describing outreach activities, impacts, photos of events, and suggestions to improve the program must be submitted by May 15<sup>th</sup>, 2022.

**Proposal Requirements (2-page limit):**

- 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 (fiscally sponsored by Mount Grace Land Conservation Trust) [wells@mountgrace.org](mailto:wells@mountgrace.org). 978-541-1773.

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