



is a non-profit organization dedicated to conserving land and preserving the natural heritage of Southeastern Massachusetts.





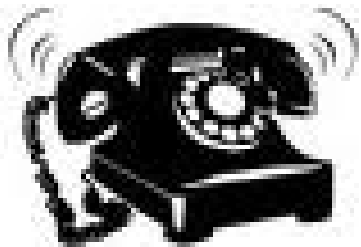
# Cultivating Landowners

- Proactive—direct outreach



- Referrals

- Reactive—landowners contact you



# Proactive Approaches

- Landowner events
  - “Landware” party
  - Conservation options seminar



- As part of a specific land protection program

- Direct contact,  
by letter or phone





# Referrals

1. Board members
2. Organization Members
3. Municipal/State contacts
  - Conservation Agents
  - Open Space Committees
  - CPA's
  - Town Planners
  - State agencies (DFG, DCR)
4. Other landowners
5. Other nonprofits



# Great River Preserve at Conihasset in Bridgewater

*protects 240 acres of riverfront habitat, woods, and fields*



- Partnership with DFG
- Cold calls/letters ineffectual
- Board member facilitation opened the door!
- Hands-on engagement essential
- Talk to your board members—they are often your best resource!

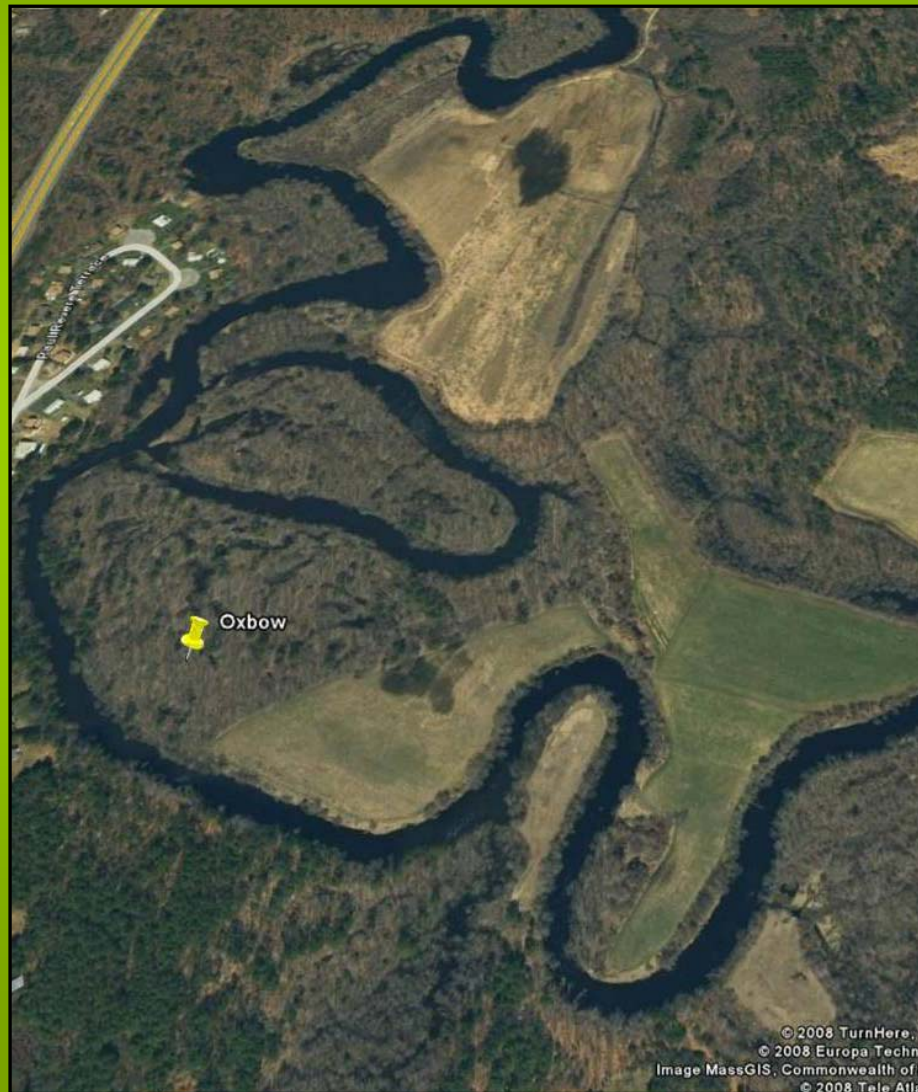




# Sweets Knoll/Oxbow Preserves

## Dighton/Raynham

*protects 120 acres of riverfront in two towns*



- Initial contact in 2002
- Project faltered but relationship initiated
- Discussion renewed in 2007
- Persistence kept project on track
- Closings in 2008-2009
- Patience Pays Off!



# Ellis Preserve, Marshfield

*preserves 29 acres of bogs, protects water supply*



- **Initial contact by cold letter**
- **Partnered with Town DPW and OSC**
- **Purchased for \$1.2M (below market value)**
- **Codify details beyond price in writing!**
- **Be patient but resolute**







# Working with landowners

- Think long-term
- Projects can evolve over years
- Maintain relationships—check in for updates
- Landowners' needs, motivations, circumstances evolve
- Many landowners enjoy the “romance” of the deal
- Personal engagement often necessary to build relationship



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