

## Marketing Materials for “Protecting Your Legacy” Landowner Webinar Series

*Below is text to help promote this webinar series. Feel free to use the text as is or adapt it to meet your needs. An image for social media posts is also provided at the bottom of this document. Thank you for your help!*



### Email Text

**Announcing the “Protecting Your Legacy” Landowner Webinar Series!**  
**Second Tuesday of each month, 6:30 – 8 pm**  
Register at [www.MassWoods.org/webinars](http://www.MassWoods.org/webinars)



Your land is part of your legacy. Planning its future will help you reach your personal and financial goals, and ensure the continuation of the many public benefits it provides. In fact, planning the future of your land may be the most important step you can take as a landowner, for you, your family, and your community. **Now is an excellent opportunity to start planning your legacy!**

Join the University of Massachusetts Amherst and the Massachusetts Land Trust Coalition the second Tuesday of the month, from 6:30-8:00 pm, for a seven-part webinar series for landowners interested in planning the future of their land. Topics will include: family goal setting, using wills and trusts for passing on land, determining the ecological and financial value of your land, Ch. 61 current use programs, permanently protecting your land, and the tax benefits of conservation. Each session will feature relevant professionals to provide information and help answer your questions. You may sign up for individual webinars or the entire series. We hope to see you there!

**For more information and to register, please visit [www.MassWoods.org/webinars](http://www.MassWoods.org/webinars)**



### Facebook Text

Massachusetts landowners: have you started thinking about the long-term future of your land? Your land is part of your legacy - planning its future will help you reach your personal and financial goals and ensure the continuation of the many public benefits it provides. In fact, planning may be the most important step you can take as a landowner, for you, your family, and your community.

Join the University of Massachusetts Amherst and the Massachusetts Land Trust Coalition the second Tuesday of each month, from 6:30-8:00 pm, for a seven-part webinar series for landowners interested in planning the future of their land. Topics will include: family goal setting, using wills and trusts for passing on land, determining the ecological and financial value of your land, Ch. 61 current use programs, permanently protecting your land, and the tax benefits of land conservation. Each session will feature relevant professionals to provide information and help answer your questions. You may sign up for individual webinars or the entire series

For more information and to register, please visit [www.MassWoods.org/webinars](http://www.MassWoods.org/webinars)

We hope to see you there!



### Twitter Text

- **Tweet #1:** Massachusetts landowners: curious about options for conserving your land? Sign up for a free 7-part series on protecting your land and legacy! Learn more and register here: [www.MassWoods.org/webinars](http://www.MassWoods.org/webinars) #ProtectingYourLegacy #Conservation
- **Tweet #2:** Has your family ever held a discussion about goals for your land? Join UMass and MassLand on Tuesday, October 13th from 6:30-8 p.m. for a free webinar on having productive and healthy conversations with your family about the land! Register here: [www.MassWoods.org/webinars](http://www.MassWoods.org/webinars) #ProtectingYourLegacy #Conservation



### Instagram Text

- **Post 1:** Are you a landowner? The decisions you make about the future of your land may be the most important step you can take as a landowner for you, your family, and your community! UMass and MassLand are offering a free, 7-part webinar series, "Protecting Your Legacy," for landowners interested in learning more about conservation-based estate planning. Starts October 13<sup>th</sup> - sign up for one session or the entire series! Learn more and register at [www.MassWoods.org/webinars](http://www.MassWoods.org/webinars) #ProtectingYourLegacy #Conservation #EstatePlanning
- **Post 2:** Have you ever had a conversation with your family about the future of your land? These discussions can be challenging, but defining your goals for the land is a critical first step in deciding its future. Join UMass and MassLand on October 13 at 6:30 p.m. for a webinar on having productive and health conversations about your family's land. Learn

more and register at [www.MassWoods.org/webinars](http://www.MassWoods.org/webinars) #ProtectingYourLegacy  
#Conservation #EstatePlanning

**Photo for Facebook and Instagram posts:**

