



Worldwide Office
4245 North Fairfax Drive
Suite 100
Arlington, VA 22203-1606

nature.org

RSVP Requested

Dear Friend,

The little monito del monte (mountain monkey) is dangling high from the branch of the giant alerce tree, deep in the Valdivian Coastal Range of Chile. Watch, as he joyfully swings from branch to branch in these giant sequoias-like trees, trees that have witnessed countless centuries of history.

Until recently, this little fellow (considered by scientists to be a “living fossil,”) had to worry that his home would be the next target for man’s continuous expansion into nature. Thanks to the million plus members of the Nature Conservancy and other international non-profits, our little friend can now swing to his heart’s content, as his habitat is saved as part of only five temperate rainforests on earth; this one over 147,500 acres. I am proud to share this recent acquisition with you as one of our many triumphs.

To continue our growth and take our success to the next level, I would like to extend a personal invitation to you to be part of our next vital acquisitions. Your contribution of \$25 for your initial year’s membership will help us more than you can imagine on our next projects (*and get an official Nature Conservancy umbrella free, too!*).

Your donation would be used by one of the most effectively run non-profit organizations in the world. Since 1951, we have protected more than 116 million acres of valuable lands and waters worldwide. This amounts to 1400 conservancy areas.

How do we do this? Please read on.

Consider in the business world, when a corporation wants to grow its base, it invests in more assets to produce more product. In the case of The Nature Conservancy, we use this concept to save our world. In short, we don’t hug trees. We buy the land they occupy. We don’t do it radically, just efficiently. Grand publicity works for a day. We join forces with stakeholders to ensure enduring value, using non-confrontational approaches.

Simply put, our mission is to gain tracts of unblemished or threatened land that are in danger of being overwhelmed by the relentless expansion of man. These lands usually hold wildlife and plants that may exist nowhere else in the world.

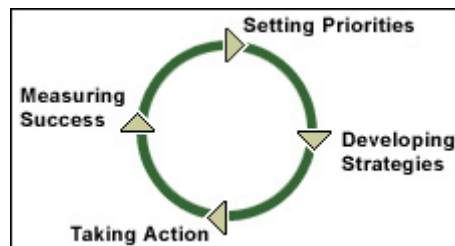
Our strength is by having many members like you helping us financially. Of course, if you also choose to participate with your labor in the local chapters, we all achieve even more. We currently have 55 chapters in the 50 states and 31 offices in 25 other countries. Your involvement provides the diversity of ideas to appeal to all conservancy caring people of the world. Your membership saves our natural habitats intact with their precious animals and plants

to preserve for the enjoyment and education of our grandchildren and generations beyond. When your grandchildren ask “Nana, what did you do to save our planet?” you can proudly say that you are part of saving the last great places on earth, through The Nature Conservancy. Membership is for everyone, since we all reap the benefits of our successful efforts. Today we are at just over one million members. Help us reach the next level of participation. **Your** membership has its privileges for **all of us**.

With your generous pledge, you can let us do the hard work. The power of our organization is our methods of strategic conservancy. By working with communities, businesses, governments, partner organizations (and people like you), we preserve our lands and waters for future generations to use and enjoy. To date we have established 1400 conservancy areas in the world in this manner.

How do we do this so effectively? It’s by applying business rules to the world of nature. The best businesses in the world have an ongoing plan, a strategy, to achieve their goals. We have taken lessons from the best entrepreneurs in the world and put them to work to save our planet for now and the future. We use capitalism’s best tool to further a liberal cause. We acquire assets, in this case, land. We then protect it from further deterioration and start the process of restoration where needed.

How do we use business rules to save nature? Every thriving endeavor has a plan and we have one that works because of its simplicity. Let me share with you the basic principles of our proven **Conservation by Design**, a continuous cycle to save our planet:



Setting Priorities – We obviously can’t save everything at the same time, so we figure out what needs to be saved right now and what can wait a little longer.

Developing Strategies – Next, we assess what resources are needed to tackle the project. These resources could include people, land, and legislation, in short, anything that needs to be funded and analyzed.

Taking Action – With a defined strategy, we move forward with the plan to its fullest. We use the latest and best conservation tools to take conservation action.

Measuring Success – We measure both new threat levels to the investment as well as the biodiversity health of its continuing success. By keeping these issues in mind on a constant basis, we make sure the investment remains sound.

Very few people ever get to affect the future. Be one of them.

Think of **Conservation by Design** in the same terms as your checkbook. You only have so much balance in that account at any one time. With your contribution, our balance is bigger and we get to do more with what we have. For once, it is all right to join the crowd. One million plus already have.

Tom Hanks just did. As he told us, *“I have always been an admirer of The Nature Conservancy. There is something basic about protecting land by taking it off the market. People should be able to enjoy where they live while at the same time protect the plants and animals around them. No one organization can do it all, and there are many like-minded organizations To my mind, The Nature Conservancy works in a way that brings the whole community together.”*

As an added bonus, you have a say and can learn, all in one place. Some people are naturally smart. Are you smart about nature? We share and allow access to the acquired lands. We have programs to help teach you about all the places we save. You can learn remotely or in the actual environment. Wouldn't that be exciting to have your own personal tour guide show you the plants and animals you have saved? With your membership, you have access to several of the areas in our control. Please check out our website for information on all your learning opportunities at nature.org.

Legacy has such a nice ring to it. Be a part of the future today.

And what about your children and/or grandchildren? They deserve to see the same things you have seen and more. You have saved money most of your life. Why not use a little bit of it to leave a lasting legacy? Do you remember the days of working hard in college? Help us realize the fruits of your labor.

When your grandchild asks you, “Why did the Pudú (the world's smallest deer) cross the road?” You can proudly say, “To get to the protected lands” with the money, I gave.

We need to buy land. Can you help? The rewards are forever.

I like to think that being part of this team could be the most important decision I make for my grandchildren. Being part of nature conservation has never been more important.

So, what's missing in this picture?

The already extinct animals and irreparably damaged lands ... and your contribution to save the ones that are on the edge.

It only takes \$25 (tax-deductible, of course) for you to change the picture. For your \$25 – less than seven cents a day, you get:

1. *Nature Conservancy*, our quarterly magazine, featuring in-depth updates on conservation projects throughout the world. (Normally available only with a minimum \$50 donation.).
2. *Great Places*, our monthly e-newsletter, providing you with up-to-date coverage of conservation highlights and issues facing the Conservancy today. (Available on an opt-in basis only.).
3. And to help you spread the word to any and all interested in saving our planet, our official Nature Conservancy umbrella.

What do you have to do?

Take a moment to complete the enclosed Membership Enrollment Form and check the “I accept” box.

Send the form back in the enclosed envelop with your **tax-deductible** check for \$25 (if possible, more would be greatly appreciated!).

In roughly 6 weeks, you will receive all the items mentioned previously for your membership.

Please give to one of the most effective endeavors in the world of non-profits. Thank you and welcome to membership in caring for our planet’s future!

Sincerely,

Carter Grant

P.S. Regular annual membership dues in The Nature Conservancy are \$50. We especially want you, so we are offering you membership at a special \$25 introductory rate. Please take advantage of this limited time offer by 12/31/2003.

P.P.S. Remember...the free official Nature Conservancy umbrella will help you spread the word to all nature lovers!