



Cultivating Long Term Relationships with Contributors

Step Direct
50R Main Street
Ashland MA
01701
(508) 881-0002

- David Spier
- Thank You for Including Me
- Cape Cod is Special to Me
 - My Yearly Exodus for 18 Years
 - Ballston Beach Truro Home
 - Nude Beach a Great Teenage Experience
 - Married in the Back Yard 24 Years Ago
- I Have Much to Conserve As Well



Cultivating Long Term Relationships with Contributors

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- Marketing Basics Apply
 - Know Your Customers/Contributors
 - What Matters to Them?
 - What Motivates Them to Act?
 - What Causes Them to Close Their Wallets & Purses?
 - How Do You Find Them?
 - How Do They Process Your Information?



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- Know Your Customers / Contributors
 - Demographic Attributes
 - Strong Emotional Attachment to Your Community
 - Means to Contribute



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- What Matters to Them
 - Desire for Preservation
 - Need to See a Long-Term Plan that is Realistic
 - Need Confidence that Money is Put to Best Use
 - Need to Align Family Interests with Community and Environmental Welfare



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- What Motivates Them to Act
 - Opportunity to Conserve What is Theirs
 - Fear of Loss
 - Desire to Preserve Their Personal History
 - Desire to Share Their History with their Children
 - Belief in Environmental Right vs. Wrong



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- What Causes Them to Close Their Wallets & Purses
 - Waste
 - Ineffective Plan
 - Unclear Message
 - Excessive Appeals
 - No Emotional Connection



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- How You Find Them
 - Good News: Many Right in Your Back Yard
 - Visitors: Tourism Events and Information Sources
 - Publications Lists
 - Complementary Interests



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- How They Process Your Information
 - Visual Stimuli
 - Strong, Clear Message
 - Tell a Story - Make It Personal
 - Multiple Media Options
 - Recognition & Comfort Grows with Sequential Contacts



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- Make Your Marketing Work
 - Carefully Gear Message to the Audience
 - Build on Each Communication
 - Make Marketing Investments Pay Off
 - Cultivate Long-Term Relationships with Contributors



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- Long-Term Relationships
 - Build Comfort & Trust
 - Cement Emotional Ties
 - Reduce Costs of Acquiring Contributions
 - Stabilize Your Financial Plan & Resources



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- Media
 - Mail Works – If It Works for Your Contributors
 - Multiple Media Approaches Work Well
 - Postal Mail & Email Work Together
 - Print Media May Work if Shared
 - Demographics a Big Factor
 - Younger Contributors Read Less
 - Younger Contributors Need Quicker Communications



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- The Mail Process
 - Define the Reader
 - Demographics
 - Key Messages & Graphics
 - Graphic Design
 - Clear & Clean
 - Evoke Emotional Connection
 - Use a Pro
 - Work With Printer & Mail House – Sweat the Details
 - Copy
 - Clear & Clean
 - Tell a Story – Build a Relationship



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- The Mail Process
 - Format for Effect
 - Support Visual Approach
 - Easy, Effective Response Vehicles
 - Minimize Postage Costs
 - Minimize Production Costs
 - Mailing List – A BIG DEAL
 - Tax Lists are Free – Almost
 - In-House Lists are Vital
 - Complementary Lists Can Be Pivotal
 - Cleaning, NCOA and Removing Duplicates Takes Care



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- The Mail Process
 - Planning & Scheduling
 - Budget Thoroughly
 - Address the Logistics & Postal Service Rules
 - Test – More on This Later
 - Repetition Works – More on This Later
 - Schedule Backwards from Desired Delivery Date
 - Low Postage Costs Mean Slower Delivery
 - Leave Time for Implementation Details
 - Do Not Spend All the Time in the Creative Process



Examples

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- Calendar of Paintings by Clients
- Vivid Emotional Connection



| ADVOCATES | | | | | | | JANUARY | |
|-----------|-------------------------------|------------------|-----------|----------|--|----------|---------|--|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | | |
| | | 1 New Year's Day | 2 | 3 | 4 | 5 | | |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | | |
| 20 | 21 Martin Luther King Jr. Day | 22 | 23 | 24 | 25 | 26 | | |
| 27 | 28 | 29 | 30 | 31 | Shorten Building and Remodeling 508-885-4420 62 Woodside Rd., Spencer, MA | | | |
| | | | | | | | | |

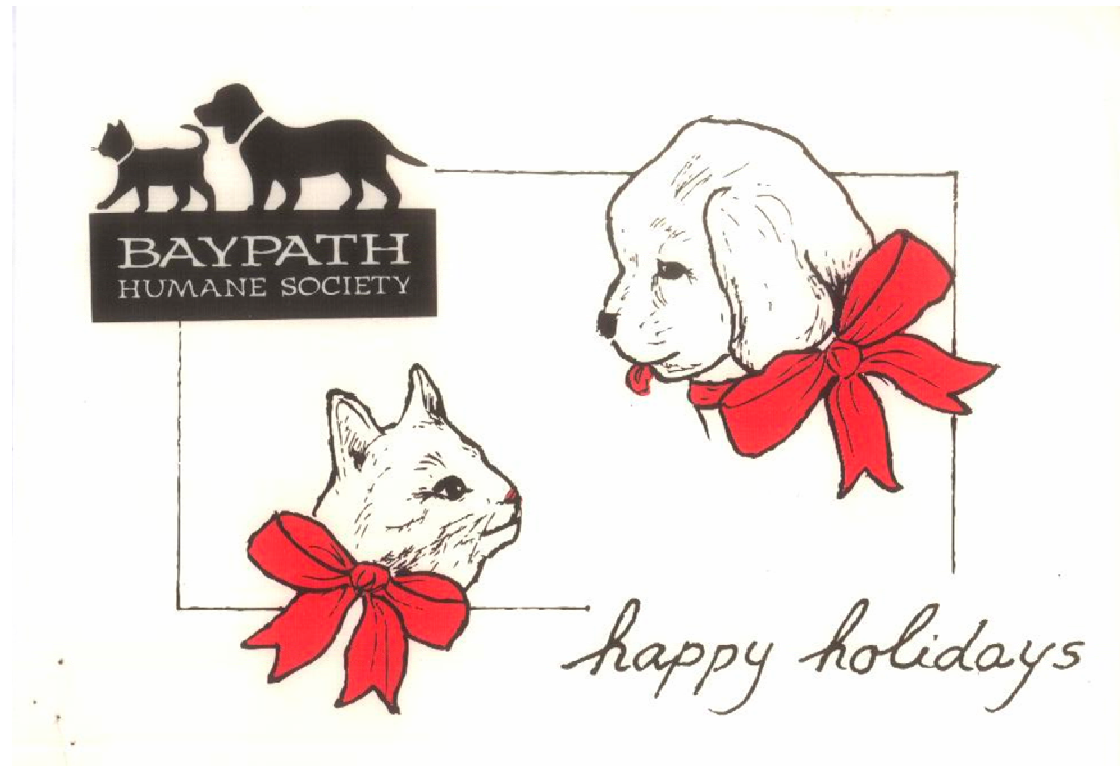
2008



Examples

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- Holiday Card with Donation Request
- Easy Visual Association





Examples

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- Monthly Activity Recap with Donation Request
- Photos Quickly Illustrating Cultural Diversity

Cultural Survival has much to celebrate this year.

In the world...

The rights of Indigenous peoples were finally recognized after 25 years of debate and Indigenous advocacy. A landmark decision occurred with the adoption of the United Nations Declaration on the Rights of Indigenous Peoples by the United Nations General Assembly on September 13, 2007.

Your support of Cultural Survival and its Indigenous partners enabled the lobbying of states and the production of written materials for the Human Rights Council and the General Assembly to head off challenges to the Declaration.

In Guatemala...

Cultural Survival in collaboration with local Guatemalan community radio stations contributed to furthering the democratization of media. This year we:

- produced and aired 80 episodes of educational programming - Coffee Talk, Salud y Vida, and Aura Marina on 168 stations reaching 3 million people
- started training 60 indigenous Guatemalans in radio drama production
- installed three experimental networking antennas to enable stations to communicate with each other and share content.

Your contribution directly enabled these achievements and is helping to fuel this growing project into its second year.

In the United States...

We launched the Endangered Native American Languages Campaign to help revitalize more than 70 languages that are in danger of dying out in the next 10 years. The goal is to help the most critically endangered language communities pass along the birthright of their language to their children.

We aim to create a support network for the affected communities by raising public awareness, securing funds, providing technical support, getting government backing, and creating an online resource center for language teachers.

Your support will enable us to go forth with implementation by the beginning of the coming year!

Want more details? go to www.cs.org

Please give generously to our 2007 **Annual Appeal** so that we can continue to deliver results benefiting indigenous peoples worldwide.



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- Annual Appeal
- Photos With Powerful Emotional Appeal
- Michael Lach Can Share Results With Us

HARWICH CONSERVATION TRUST
 P.O. Box 101
 South Harwich, MA 02661
 508-432-3997 • hct@cape.com
 www.HarwichConservationTrust.org

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Max Tax-Free Charitable Contributions from Your IRA

If you're in the unique position of having extra IRA retirement savings at age 70 or over, then you can transfer up to \$100,000 per person to qualified charities without paying federal income tax on the donation. This Pension Protection Act incentive is only available until December 31, 2007. One option is to make a larger than usual year-end gift with funds transferred directly from your IRA account to the Harwich Conservation Trust (HCT), a 501(c)3 nonprofit organization. Consult your tax advisor and contact HCT today.

Land Donations

Since 1994, the A. Janet DeFuria Wildlife Sanctuary 12-acre donation has provided scenic views from Route 28.

William & Judith Shinkwin are planning to donate a wooded lot to HCT by year's end. Thank you!

Land Protection

Since 1988, HCT has preserved more than 318 acres thanks to land donations, purchases and conservation restrictions. HCT is working right now with a landowner to preserve 2,000 ft. of pond shore. HCT is available for a free, confidential conversation about land conservation options.

HCT preserves land to protect wildlife habitat.

HCT preserves land to protect walking trails.

HCT assists the town with acquisitions like D. Isabel Smith - Monomoy River Conservation lands to help protect marine water quality, drinking water quality, wildlife corridors, and public scenic views.

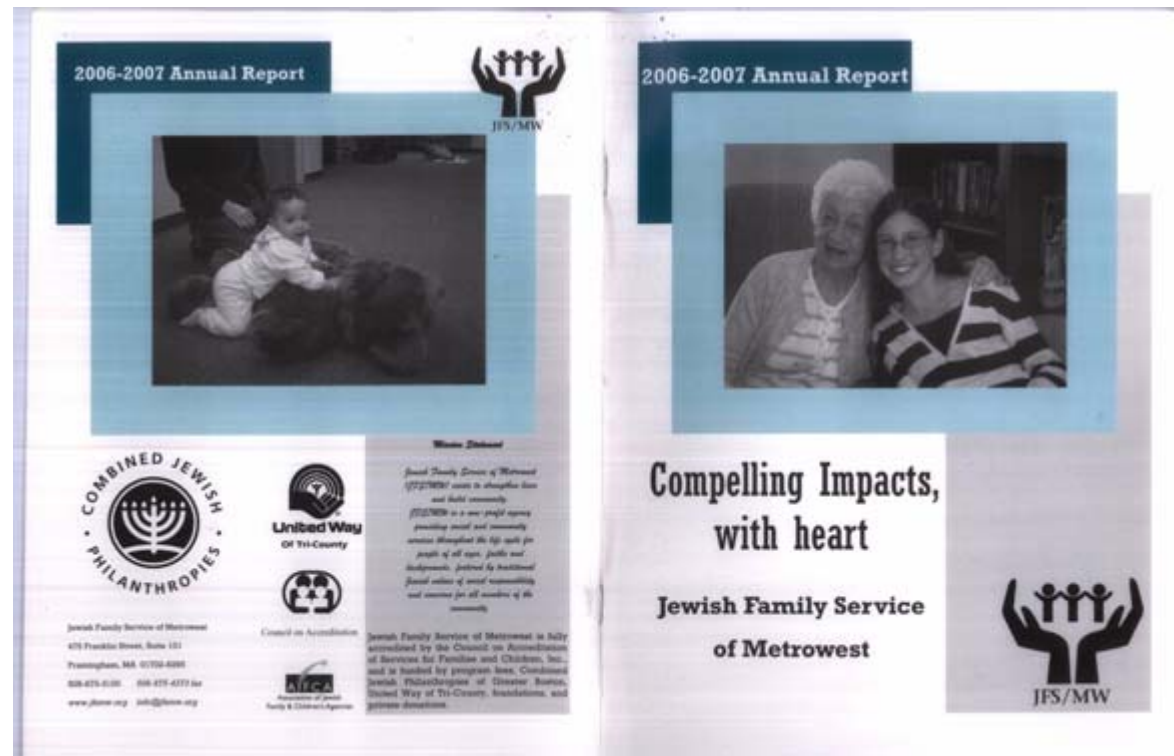
2 Harwich Conservation Trust Fall 2007



Examples

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- Annual Report Combined with an Appeal
- Photos Easily Associated with Family Services Role

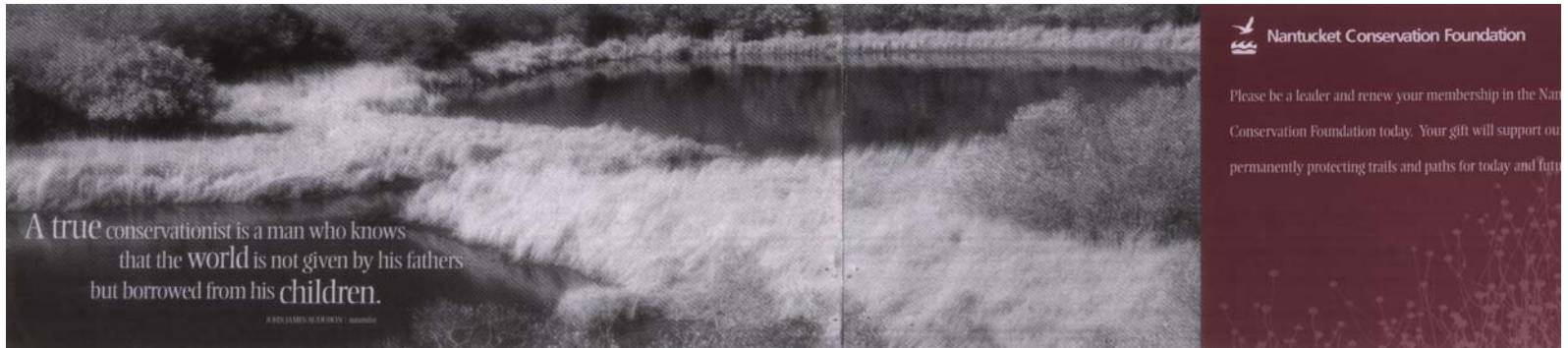




Examples

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- Striking Landscape Visual
- Artful Quote with Powerful Emotional Appeal





Examples

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- Quarterly Newsletter Combined with Appeal
- Reports on Activities with Striking Photos
- Fun Reports Which Evoke Family Benefits

MEMBERSHIP NEWS 2008

take root

DECEMBER 2007

New England Wild Flower Society's mission is to promote the conservation of North American flora through education, research, horticulture, habitat preservation, and advocacy.

NEW ENGLAND WILD FLOWER SOCIETY

IN THIS ISSUE

| | |
|-----------------------------|---|
| Donor Profile | 2 |
| Corporate Membership Launch | 2 |
| Buy Native Seeds | 3 |
| 2008 Calendar | 3 |
| Go GREEN - What's New? | 4 |
| Garden & Nasami Farm Hours | 4 |

The Benefits of Membership

Personal level benefits

- Knowing that your support is vital to conserving New England's native plants
- Subscriptions to all Society publications
- Unlimited free admission to Garden in the Woods
- 10% discount on plants at the Society's native plant nurseries
- 10% discount on most books or gifts in the Museum Store and online at www.newenglandWILD.org
- Discounts at more than 50 New England and mail order nurseries
- Up to 20% discount on courses and field trips
- 50% discount and preferential order period for seed purchases
- Borrowing privileges at the Society's botanical library

When renewing your membership this year, please consider renewing at a higher level or providing additional support.

For information about Personal, Organizational, and Corporate Membership benefits and fees, visit www.newenglandWILD.org

THANK YOU!

On behalf of the staff and trustees of New England Wild Flower Society, we thank you for your generous support. No matter where you live—near the Society's headquarters in Framingham, Massachusetts, or our Nasami Farm Native Plant Nursery and Sanctuary in Whately, Massachusetts, elsewhere across New England, or even outside of the region—love for North America's wild places and their plants unites us. Together, our members can and do make a difference and we are most grateful.

Included in this Membership newsletter is a calendar of Society events through mid-April, information about our seed program (we begin accepting orders from members on January 7), and lots of important news about the ways your membership can benefit you and help us fulfill our conservation mission.

Your membership supported an amazing array of educational programs and events in 2007, as well as conservation work throughout the region. Visit our Web site at www.newenglandWILD.org for an online version of *Take Root*, our new conservation newsletter, with more about specific projects in your neighborhood and beyond.

The coming year promises to be really exciting, with the return of Dave Rogers' BIG BUGS sculpture exhibit to Garden in the Woods beginning July 12. Stop in while you're visiting the giant insects and say hello, or drop us a note at any time. As always, we would love to hear from you.

Thank you and have a happy New England WILD year!

Ann & Patte

Help us SAVE resources and money

Your email address is important to us. Through email, we are able to keep you informed about important upcoming events, offers, and calls to action (including membership renewals) without using up paper, postage, and staff or volunteer time. We NEVER sell or rent email addresses, and you can opt out at any time. Contact Karen Pierce at kpierce@newenglandWILD.org today to provide or update your email address. Thank you for helping. ●

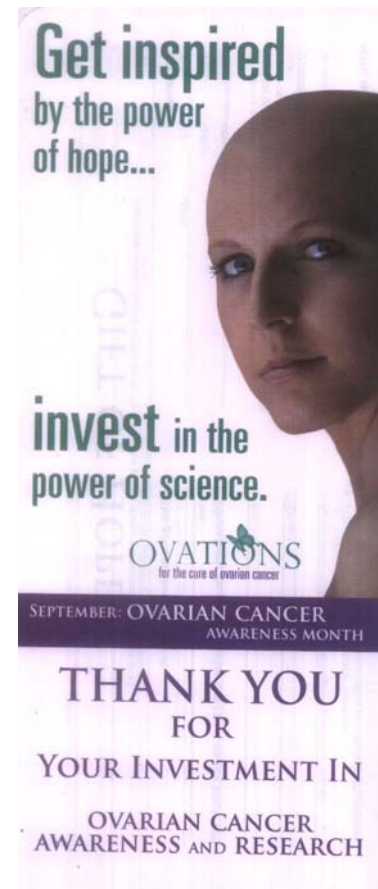
BIG BUGS returns to the Garden, July 2008.



Examples

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- Immediate Visual Cue for Cancer Survivors
- Powerful Emotional Appeal
- “Investment” Language Invites a Long-Term Relationship

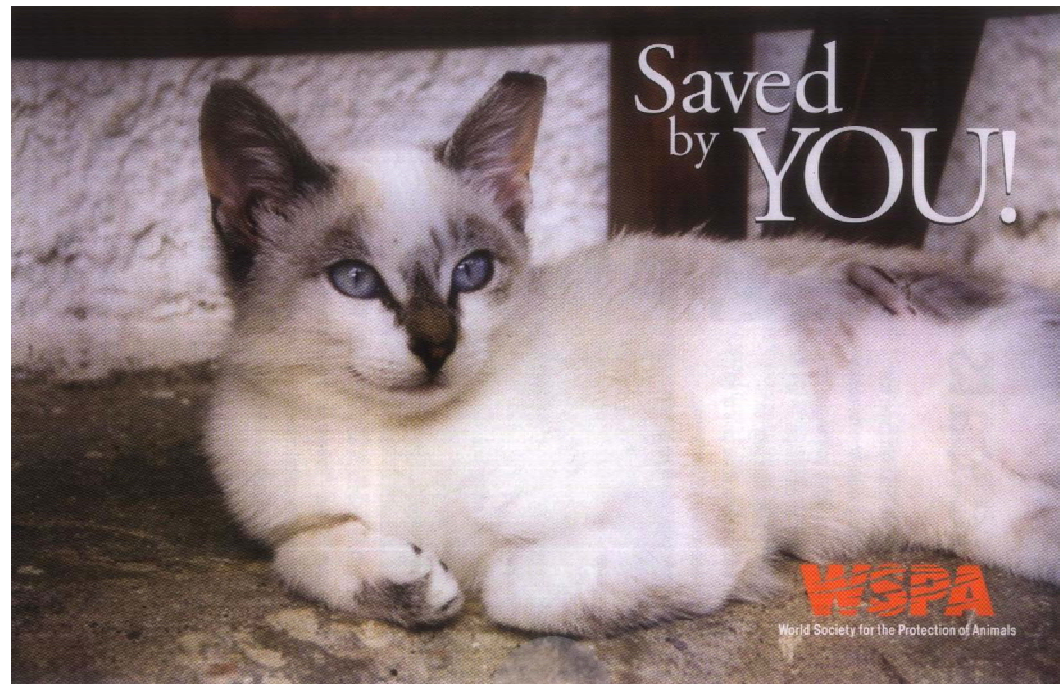




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- Immediate Visual Association
- Powerful Emotional Appeal
- Clear & Simple
- Highly Successful Monthly Campaigns





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- Food for Thought
 - Minimize Risk
 - Test Multiple Approaches
 - Test Sequential Communications
 - 100% Increase in Response Rate with 8 Contacts Over 18 Months
 - Share Test Costs
 - Band Together for Print Communications
 - Build Relationships
 - Share Personalized Success Stories
 - Share Horror Stories
 - Tell the Stories of Results