

I cut and paste my message into an individually addressed email (rather than sending a group email). I typically send out 50 email messages from my address book and get a near 90% participation rate. The average gift I get is around \$25. You do the math!

– Julie Johnson, Executive Director

SAMPLE EMAIL TO YOUR SUPPORTERS - FOR FLORA & FAUNA FEST PARTICIPANTS

Dear [FRIEND]:

I'm writing in hopes that you can support a great organization and my having fun at the same time!

The **Hitchcock Center for the Environment** in Amherst, MA holds an annual species count – this year (the 20th anniversary of the event!), the event includes a new **Flora & Fauna Fest** on June 1st!

I'm participating in the challenge by exploring [ENTER SITE NAME HERE, i.e. the Hitchcock Center's trails], where lots of plant, animal, fungal, and/or insect, etc. species can be found. My goal is to find [ENTER NUMBER HERE, i.e. 50] species. Will you support me by making a donation?

Donations can be per species (i.e. \$1 for every species I find) or a fixed amount (i.e., \$50 or any amount). To make a donation, please visit: [ENTER YOUR PERSONAL PAGE URL HERE]. Or, to make a pledge based on the number of species I find, simply reply to this email! I would contact you soon after I complete my species count with the results, and you can make your gift then.

Your donation directly supports the innovative year-round science and nature programming happening at the Hitchcock Center - now serving over 13,000 people of all ages each year from their new net-zero energy and net-zero water Living Building the world's highest measure of sustainable design. To learn more about the Hitchcock Center, visit: hitchcockcenter.org.

Thank you for supporting education for a healthy planet and my personal nature challenge at this year's Flora & Fauna Fest!

[YOUR NAME]

p.s. The Hitchcock Center for the Environment is a registered 501c3 charitable organization and all donations are tax-deductible to the fullest extent allowable by law.

SAMPLE EMAIL TO YOUR SUPPORTERS - FOR BIOTHON or TEAM PARTICIPANTS

It's time for the Hitchcock Center's annual Biothon species count: now known as Flora & Fauna Fest!

Each year when we can expect to see the greatest biodiversity (when bird migration is at its peak and most plants are in leaf and/or bloom), the Hitchcock Center holds a species count challenge to document the biodiversity of our region, celebrate the return of spring, and raise funds to support the Hitchcock Center as a resource for our whole community.

This year, we plan on **[INSERT GOAL HERE, i.e. COUNTING 100 SPECIES OF BIRDS]**.

Would you consider a pledge to my team? Pledges can be made on a per species basis (5 cents, 10 cents, a \$1 on up) or as a lump sum, whichever you prefer, and in any amount that feels comfortable.

Please let me know if you would like to support my team. I would contact you soon after we complete our species count with the results, and you can make your gift then.

You can also donate easily and securely online today by visiting: **[ENTER YOUR PERSONAL PAGE URL HERE]**.

Many thanks for your consideration!

[YOUR NAME]

p.s. The Hitchcock Center for the Environment is a registered 501c3 charitable organization and all donations are tax-deductible to the fullest extent allowable by law, supporting year-round innovative science and nature programming!

SAMPLE EMAIL TO YOUR SUPPORTERS - FOR FUNDRAISERS (not going on a count)

As you may know, I'm a big fan of the Hitchcock Center for the Environment. Serving over 13,000 people each year from a new net-zero energy, net-zero water, non-toxic Living Building, they're our region's go-to resource for sustainability, natural history, environmental justice, and science education.

So, you've heard of marathons, walk-a-thons and dance-a-thons for a cause – but have you heard of Biothon? For 20 years, this has been an annual outdoor tradition to support the Hitchcock Center; this year there is a new component, Flora & Fauna Fest, happening at the Hitchcock Center on June 1st!

This year I am sponsoring a team that will be **[INSERT TEAM GOAL, i.e. COUNTING 100 BIRD SPECIES IN THE PIONEER VALLEY]**. Would you help support my efforts on behalf of the Hitchcock Center and this team?

The team will be getting out in our local habitats to explore a favorite natural area where lots of species might be found, helping to raise funds for the Hitchcock Center by recruiting a cohort of peers to bid on the total number of species they find during their foray (i.e. \$1 or any amount per species). Supporters can also pledge a fixed amount (i.e. \$100 or any amount).

Please let me know if you would like to make a pledge. I would contact you soon after the team's outing, to share the results of their species count.

You can also donate easily and securely online by visiting: **[ENTER THE TEAM'S PAGE URL HERE]**.

To participate in the Flora & Fauna Fest, visit hitchcockcenter.org/flora-fauna-fest to learn more and sign up.

Many thanks for your consideration!

[YOUR NAME]

p.s. The [Hitchcock Center](http://hitchcockcenter.org)'s mission is to foster a greater awareness and understanding of our environment and to develop environmentally literate communities. Their educators serve over 13,000 people of all ages each year. I am especially impressed with the wide-reaching impact of their hands-on environmental education work with children and youth, and their dedication to inspiring the next generation of environmental problem-solvers. They recently took on the Living Building Challenge in designing their new environmental learning center, producing a beautiful net-zero energy, net-zero water, non-toxic example of the world's highest standard in sustainable design. Thanks again for considering a tax-deductible donation to support the inspirational leadership of the Hitchcock Center's education for a healthy planet!