



**46th AFP International
Conference on Fundraising**

March 29 – April 1, 2009
New Orleans, Louisiana

The Wired Wealthy: Using the Internet to Connect with Your Middle and Major Donors

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Digital Marketing, Conservation
International

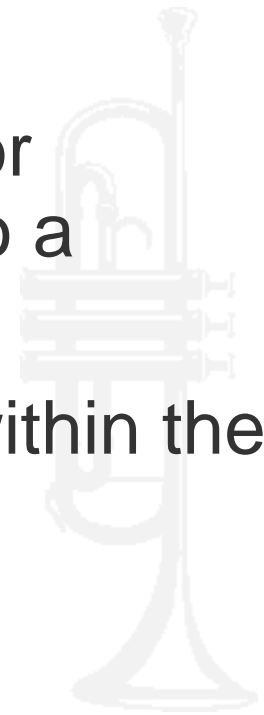
In Absentia: Mark Rovner,
Principal, Sea Change Strategies

Why This is Important

- Mid-level and major giving acutely impacted by the economy
- Traditional 1-1 relationship development model alone will not be enough
- Many of your major/ mid-level donors are online and have high expectations
- The Web can be a sourcing channel, a relationship channel, and a gathering place for donor intelligence

Wired Wealthy Is...

- Large-scale survey of 23 major nonprofit organizations across various sectors, amassing 3,443 “wired wealthy” donors, fall 2007
- Major insights and implications for donor management in general, and going in to a recession
- Diagnosed three predominant groups within the medium to high-dollar donor population



Evolution of Learnings

Then (2008)

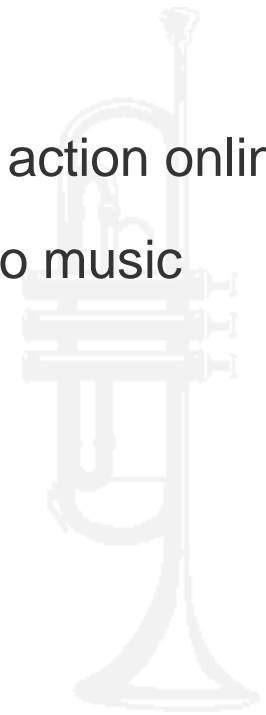
- Onset of greater understanding of mid-level+ donors
- Illustrated that the Internet is a viable channel for this group
- Unique segments indicated need for more customized marketing/fundraising
- Clearly indicated preferences and frustrations with NP communication channels
- Outline “to-do” list for NPs to build better strategy

Now (2009)

- Findings even more relevant, stakes are even higher
- Greater need for customization, minimizing frustration, grabbing the donor’s attention, building the relationship
- Witnessed these findings in action
- Examples of methods that please donors
- Case study of WW findings implemented

Donor behaviors...

- Multi-channel givers
- Have been on line for many years, active in many online activities
- Under-represented in organization's email files - on average, only 25% of file have email addresses
- Donors are not a monolithic group
- 90% buy stuff online
- 78% banking and bill-paying online
- 65% get news online
- 51% have taken political action online
- 43% download or listen to music
- 39% view videos
- 25% read blogs
- 20% use SMS
- 8% comment on a blog



Wired Wealthy Donor Clusters

Relationship Seeker

29% of donors

Want a relationship with organization

Biggest opportunity for engagement, likely to partake in opportunities to connect emotionally, online

Casual Connector

41% of donors

Swing voters

Difficult to predict/satisfy

Some opportunity for engagement, want a connection, but not a relationship

Need more hand-holding than the all-business group

All Business

30% of donors

Transactional relationship only

Little opportunity for engagement, if any. In-roads are mainly actions or items that make it easier for them to donate.

Wired Wealthy Donor Clusters

“I do like learning more about what [the charities] are doing because I feel like that keeps me connected with it and allows me to understand how my dollars are really going to be effective for them.” –Casual Connector

“It feels like there are so many challenges in the world...And I know we are never going to be done, but just give me something to hang my hat on, something to say, ‘yeah, this has made an impact.’” - Relationship Seeker

“I consider myself a very passive donor...many of the organizations it’s simply a monetary donation - don’t worry I’ll be back next year - and that’s really the extent that I want the relationship to be...so what could they send me that would turn my head? I don’t know.” –All Business

Top six things you should know...

1. Limited opportunity for a website to capture a donor's attention, and most miss. Donors visit to do some research, give or renew, and generally leave uninspired
2. Websites are not considered particularly well-designed, easy to navigate, or, make it easy to give
3. An appetite exists for more online connection via video, chats, forwarding a message, blogging or participating in a podcast. This is especially the case for relationship seekers

Top six things you should know...

4. Donors are inundated by charity email, and read selectively. Pieces they do read generally leave them feeling unmoved, or uninspired. Many feel they are not well-written. Emails are not a bad strategy, just the current form could stand examination and improvement
 - Relationship seekers are most likely to read emails
 - For them, email is a good mode of communication provided the message hits the mark
5. Donors want more control of how they communicate with organizations – both frequency and content
6. Some messages really make donors happy - tax receipts, success stories, progress reports, and reports of how a charity spends its money

What does this mean for 2009 and beyond?

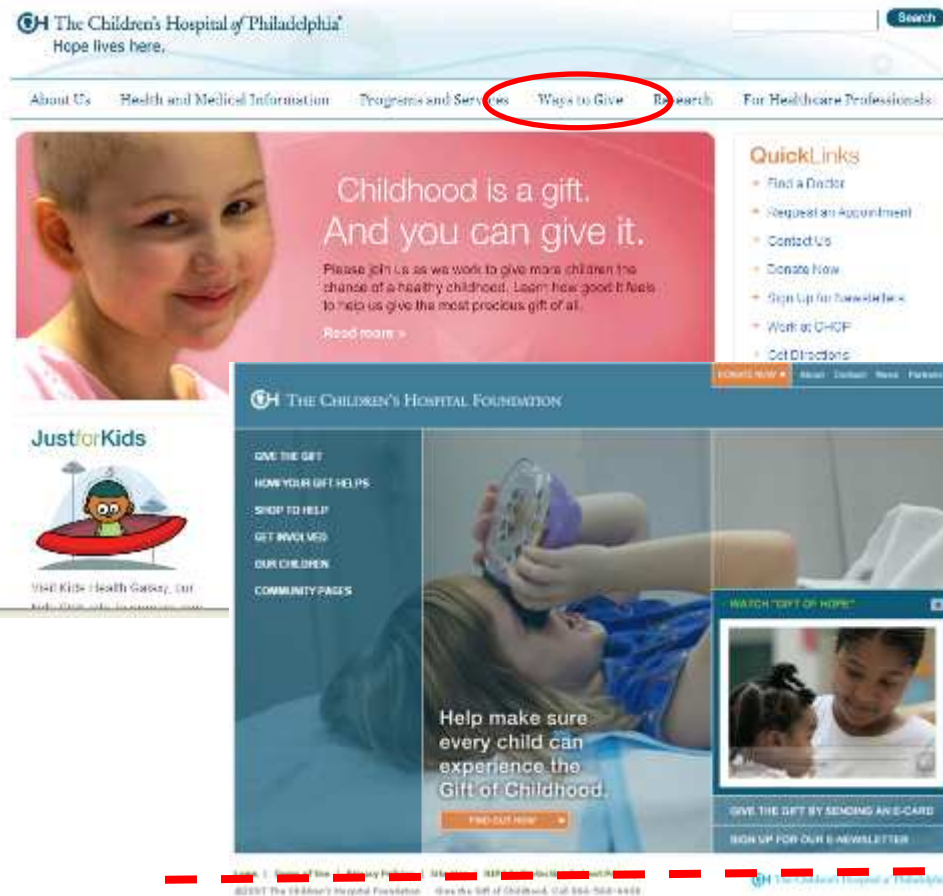


Top six things to do...

- 1. Know your donors and service them accordingly**
- 2. Critically examine major donor touch points**
- 3. Hone your value proposition and primary message**
- 4. Begin or continue confidence building**
- 5. Cultivate, cultivate, cultivate**
- 6. Major gift officers are part of online giving strategy**



Best Practice Fundraising Website Example



- Giving promoted prominently on home page
- Respectful of typical reader's web-browsing habits (brevity, layout)
- One feature element, multiple secondary features
- Dynamic visuals, including engagement video
- Multiple tools to engage
- Reader-oriented category tabs
- Short text blurbs and bold graphic "ads"
- All content is "above the fold"



Email Subscription Management



Vinay's WWF Supporter Page

Not vinay@convio.com? [log out](#)

Welcome to your new and improved personalized WWF Supporter Center! On this page you will find information pertinent to your involvement with WWF. You can update your contact information, manage your subscriptions and take action to help save wild animals and places. Thank you for sharing most of your experience with WWF!

My Contact Information	My Subscriptions	My Account
------------------------	-------------------------	------------

Change your email preferences to subscribe or unsubscribe from any of the following:

- WWF E-Newsletter**
You currently receive this monthly newsletter. [View latest issues](#)
- WWF's Conservation Action Network**
You currently receive email alerts that let you speak out for wildlife and wild places.
- Travel**
You currently receive this monthly newsletter. [View latest issues](#).

WWF cares about your privacy. [Read our privacy policy.](#)

Sign Up for Diabetes eNewsletters

Subscribe Here

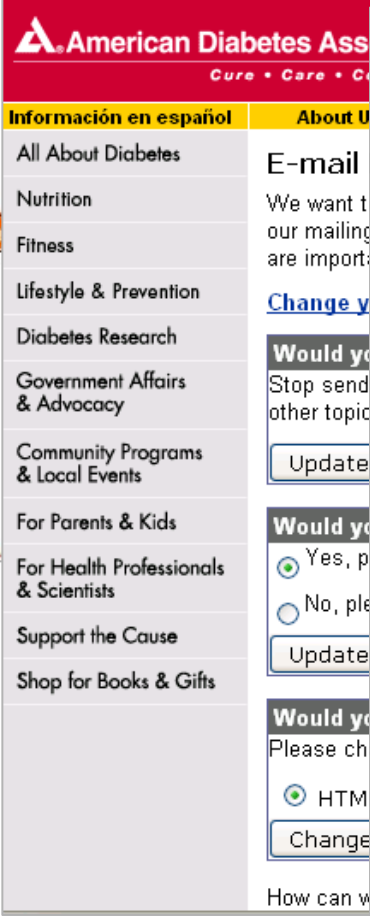
Whether you're looking for diabetes news updates, book information or ways to get involved, the American Diabetes Association has an eNewsletter that's right for you.

Step 1

Please select the free eNewsletters you want to receive:

- Diabetes World**
This weekly eNewsletter provides the latest news and events occurring in the world of diabetes. This newsletter includes a monthly Volunteer Spotlight section - all ADA volunteers are encouraged to subscribe.
- Diabetes World - Professional Edition**
This weekly eNewsletter is tailored specifically for health care professionals and provides the latest diabetes news and events. This newsletter includes a monthly Volunteer Spotlight section - all ADA volunteers are encouraged to subscribe.
- Diabetes Foodsmart**
Presenting our new eNewsletter in partnership with food lifestyle company FoodFit. Sign up for smart tips, tools and recipes for healthy, delicious food.
- Diabetes World - Advocacy Edition**
This monthly eNewsletter provides the updates on ADA's efforts to increase funding for diabetes research and prevention, improve healthcare and end discrimination against people with diabetes.
- Advocacy eAlerts!**
Find out how you can make a difference by signing up to receive Advocacy eAlerts! These emails are one of the best ways keep on top of issues that affect people with diabetes.
- Parents' eNewsletter**
In this bi-monthly eNewsletter, you will receive news and information as well as tips, hints, and resources to help you manage your child's diabetes.
- Book News**
In this newsletter you'll discover new cookbooks, meal planners, self-care guides, special offers and much more.
- ADA's Monthly Spotlight**
Keep up-to-date with the latest ways to support ADA and help you stay involved in the fight against diabetes. The ADA Monthly Spotlight will keep you on top of the latest events and offers. Whether it's an announcement about the ADA Gift of Hope holiday catalog, research updates or information regarding new volunteer opportunities, each Monthly Spotlight will feature and profile one key initiative that the ADA community is rallying around. Want to stay involved? Sign up for the Monthly Spotlight today!
- Planning for a Cure**
This quarterly newsletter features diabetes news, donors who make a difference, tax-saving giving vehicles, and opportunities for involvement.
- Family Health eNews**
It's easy to say that families should eat better and exercise more -- but how? Now you can have more time, make healthier meals, and have fun with your family while avoiding complicated diet plans and menus. Subscribe to this bi-monthly eNewsletter for ideas, news, research, healthy eating & fitness tips, and plenty of great recipes, all developed with you and your busy family in mind. (Brought to you by Shaping America's Health, an organization chartered by the American Diabetes Association.)

Email Opt-Out Options: Nonprofit Examples



American Diabetes Ass
Cure • Care • Ca

Información en español About U

- All About Diabetes
- Nutrition
- Fitness
- Lifestyle & Prevention
- Diabetes Research
- Government Affairs & Advocacy
- Community Programs & Local Events
- For Parents & Kids
- For Health Professionals & Scientists
- Support the Cause
- Shop for Books & Gifts

World Visio

E-mail
We want t
our mailing
are import

Change y

Would yo
Stop send
other topic

Update

Would yo
Yes, p
No, ple

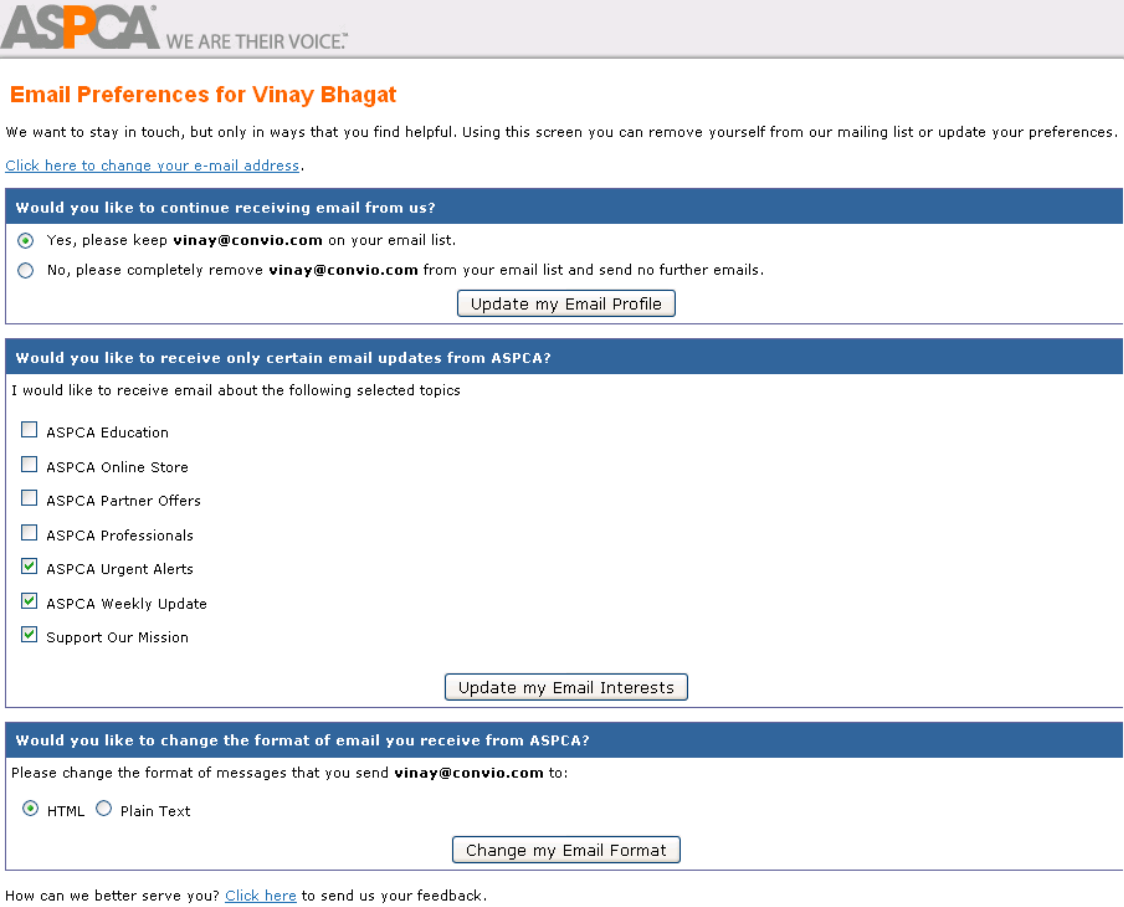
Update

Would yo
Please ch

HTM

Change

How can w



ASPCA WE ARE THEIR VOICE™

Email Preferences for Vinay Bhagat

We want to stay in touch, but only in ways that you find helpful. Using this screen you can remove yourself from our mailing list or update your preferences.
[Click here to change your e-mail address.](#)

Would you like to continue receiving email from us?

Yes, please keep **vinay@convio.com** on your email list.

No, please completely remove **vinay@convio.com** from your email list and send no further emails.

[Update my Email Profile](#)

Would you like to receive only certain email updates from ASPCA?

I would like to receive email about the following selected topics

- ASPCA Education
- ASPCA Online Store
- ASPCA Partner Offers
- ASPCA Professionals
- ASPCA Urgent Alerts
- ASPCA Weekly Update
- Support Our Mission

[Update my Email Interests](#)

Would you like to change the format of email you receive from ASPCA?

Please change the format of messages that you send **vinay@convio.com** to:

HTML Plain Text

[Change my Email Format](#)

How can we better serve you? [Click here](#) to send us your feedback.

Email Subscription Management: Commercial Example

» Hello colleenmcculloch | [Change Preferences](#) | Sign out

washingtonpost.com: [About Us](#) | [Work for Us](#) | [Advertisers](#) | [Site Map](#) | [Search Terms](#) | [Topics Index](#) | [Make us your homepage](#) | [Newsletters](#) | [Mo](#)
 The Washington Post: [Subscribe](#) | [Home Delivery Service](#) | [Advertisers](#) | [PostPoints](#) | [e-Replica](#) | [Online Photo Store](#) | [The Washington Post Store](#) | .
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Part 2 of 2 - E-mail Newsletters

To subscribe, check the box next to the e-mail title. To unsubscribe, uncheck the box. Click "Submit" at the bottom of this page to save your changes.

Specialized newsletters produced exclusively for washingtonpost.com readers. Simply check as many topics below that interest you.

Part 1 of 2 - Today's Headlines & Columnists

Sign up for today's topics and columnists. [View Sample](#)

Pick your favorite topics to customize this e-mail. Here's how:

1. Select a Topic. Sub-Topics will appear in the next box.
2. Select a Sub-Topic. Click ► for even deeper topics.
3. Click "Add" or "Remove" to add or remove selected Sub-Topics to "Your Current Selections".
4. Change the order of topics using up/down arrows next to "Your Current Selections".

Select Your News Headlines

A. Select a Topic

- Top News
- Metro
- Politics
- Nation
- World
- Sports
- Business
- Arts & Living
- Health
- Education
- Science
- Technology
- Live Discussions
- Columnists

B. Select Sub-Topics (Click ► for more)

- Top News
- Top News

Add ►
 ◀ Remove
 Clear All

C. Your Current Selections (up to 10)

News

- Breaking News Alert
[View Current Newsletter](#)
- TechNews Daily Report (M-F)
[View Current Newsletter](#)
- Sights & Sounds (Tu)
[View Current Newsletter](#)
- Local News Alerts

Sports

- Redskins
[View Current Newsletter](#)

Politics & Opinion

- Politics News & Analysis (M-F)
[View Current Newsletter](#)
- Federal Insider (M-F)
[View Current Newsletter](#)
- Today's Opinions (Daily)
[View Current Newsletter](#)
- Politics News Alerts

News for Life

- Health: Lean & Fit (Tu)
[View Current Newsletter](#)
- Personal Finance (Th)
[View Current Newsletter](#)
- Jobs
[View Current Newsletter](#)
- Loudoun Extra

Arts & Living

- Washington Going Out Guide (Th)
[View Current Newsletter](#)
- Movies (F)
[View Current Newsletter](#)
- Travel (W)
[View Current Newsletter](#)
- Home (Th)
[View Current Newsletter](#)
- DC Scout: Hip Local Finds (Tu, Th)
[View Current Newsletter](#)

Special Offers

- washingtonpost.com Opt-In
[View Details](#)
- Advertisers Opt-In
[View Details](#)
- Deals & Discounts
- Ticketpost

Email Opt-out Design: Commercial Example

Crate&Barrel

Email Signup | **Opt Out** | Customer Feedback | Contact Us

At bottom of page, opt out offers options



Opt Out Request

While we enjoy sharing Crate and Barrel news, products, events and sales with you, we'd like to make it easier for you to unsubscribe from receiving our email messages and/or catalogues should that be your choice. To submit your Opt Out request(s), please click the appropriate button(s) below.

[Email Opt Out](#)

[Catalogue Preference](#)

Catalogue Preference

We respect your request to remove your name from our catalogue mailing list. In order to serve our customers better, we have recently initiated a new Catalogue Preference program for those wishing to receive fewer catalogues by mail. To process your request, please check one of our options below.

My Catalogue Subscription Preference

Please select one only:

- Four Times a year
- Twice a year
- Holiday Catalogue Only
- Remove me from your catalogue list

Sale Notices. In addition to mailing me your catalogues, please also send me Sale notices by mail.

Order to complete your Catalogue Preference request, please complete the following information. We appreciate your patience as it may take up to six to eight weeks to process your request from the date of receipt.

First Name: (Required)

Last Name: (Required)

Address 1: (Required)

Apartment Number:

City: (Required)

State: (Required)

Email Opt-out Design: More Commercial Examples

WILLIAMS-SONOMA *the place for cooks*

Dear Williams-Sonoma Subscriber,

You requested that we send seasonal recipes, information about store event invitations by email to this address. We hope you've found them useful.

If you're hearing from us more often than you'd like, please select below, and we'll make that adjustment. You may also elect to

Email address: vinay@convio.com

Send no more than one email each week

Send no more than two emails each month

Send no more than one email each month

Please discontinue this service. (Although I will no longer receive that if I provide my email address when placing an order, it will be of my order.)

JCPenney Every Day Matters™ customer service | order tracking | store locator | today's store ad | gifts + registry

search:

women | men | kids | baby | shoes | jewelry | home | toys | outlet | stores

AMERICAN LIVING | **SEPHORA** | **gifts** | **jcp** shopping bag 0 items \$0.00

email profile

Please note that you have options for receiving Email from us:
Your current Email address is **vinay@convio.com**. You are currently **subscribed**.

email frequency

Email frequency: Weekly
 Monthly

change email address

I no longer want to receive promotional Email at the above address. (It will be unsubscribed.) Please send all future Emails to the following address:

Email Address:

Re-enter your Email Address:

text emails

Send me text Emails only (no pictures).

unsubscribe from JCPenney email

Please remove **vinay@convio.com** from all JCPenney Email lists.

➔

home | other products & services | store locator | gift cards | catalogs | para ayuda | credit card | about us | contact us | copyright privacy

Small Nonprofit Email Success Message

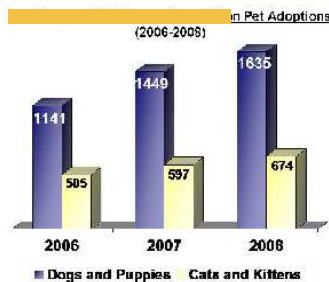
Over 2,300 Lives Saved in 2008- THANK YOU!

Thank you volunteers, supporters, and donors. Your commitment [redacted] in 2008 made it possible for us to again hit a record high in pet adoptions.

We are proud to share with you that a total of 2,365 dogs and cats found new homes this past year as a result of our combined efforts. Rescued from poor conditions in rural shelters, surrendered by former owners, or born in our care, these pets can now enjoy long, happy lives with families who love and adore them.

Dog adoptions grew 17% in the past year, with 1635 being placed in a home during 2008. We also exceeded historical cat adoption rates, with 674 finding new homes- a 13% increase from 2007.

Each year, our organization works to rescue more dogs and cats than the previous year, care for more injuries and illnesses, and find more good homes. This was especially important in 2008, because so many pets became silent victims of foreclosures in the housing market crisis, and then even more were surrendered due to additional economic



downturns making pet care unattainable. In this past year alone, over 1780 dogs and almost 700 cats came to Lost Dog, either by way of rescue from a rural shelter, owner surrender, or being born in our care.

We know that 2009 will present new and difficult challenges for homeless dogs and cats, but our commitment will not waver. Our team will be there to rescue, rehabilitate, and re-home these beautiful animals. To date, the work of [redacted] has saved over 10,000 dog and cat lives. But for us, that is just a start. There are 10,000 more waiting for a new home.

Once again, thank you for your continued dedication and support. Our mission could not be accomplished without all of you.

Reporting Success

- Number of pets adopted in 2008
- Substantial increase from 2007

Perspective on 2008

- Intakes
- Increase in need/number of animals due to foreclosures, economic crisis making pet care unattainable

2009 Commitment

- Recognize new and difficult challenges on the horizon
- Continued commitment to the mission
- Eyes on the future, forward thinking

Case Study in Progress: Conservation International

- Historically focused on major gifts with only recent development of membership / smaller gift program
- Wired Wealthy is our audience, in online giving, event attendance, and offline giving
- Study findings consistent with our own research
- Study release coincided with launch of our first integrated brand campaign – Lost There, Felt Here
- Study results helped build a plan that capitalizes on the science power and star power of CI

Principles of Communication

1. Highly personalized and donor controlled
2. Treat donors as serious program partners
3. Maintain a disciplined narrative arc with complete storylines
4. Plan a high ratio of cultivation to appeals
5. Provide multiple opportunities for two-way communications
6. Give donors things they value to encourage word of mouth
7. Use video
8. Develop a quasi-directed giving program
9. Select our niche and stick to it

Disciplined Narrative Arc



CONSERVATION INTERNATIONAL DONATE NOW SEND AN EMAIL GET THE NEWSLETTER RSS SEARCH

LOST THERE, FELT HERE.

BURNING FORESTS CAUSES CLIMATE CHANGE

The world's tropical forests contain huge quantities of carbon dioxide, a greenhouse gas that causes climate change. When they are destroyed for farmland or other purposes, they release their stored carbon prematurely and in quantities greater than all the world's cars, trucks and planes combined. The result is changing rainfall patterns, rising ocean levels and increased drought.

Tropical forests are also home to most of the world's threatened species, many found nowhere else. Human communities suffer too, as local people lose the resources on which they depend increasing strife over dwindling supplies.

CLIMATE CHANGE
Learn more about our greatest challenge, and what we're doing to overcome it.
• [LEARN MORE](#)

FOREST DESTRUCTION
Most of the world's endangered species live in tropical forests... for now.
• [LEARN MORE](#)

PROTECT AN ACRE

LEARN ABOUT CLIMATE CHANGE

SEE THE SOLUTION

JOIN THE COMMUNITY

WATCH HARRISON FORD MESSAGE

ABOUT US CAREERS FEATURES & MEDIA DOCUMENTARIES GLOSSARY PUBLICATIONS EVENTS NEWS ROOM
Site Map | FAQ | Contact Us | Our Website | Photography | Privacy Policy | Terms of Use | ©2008 Conservation International



Disciplined Narrative Arc



[DONATE NOW](#) [SEND AN ECARD](#) [GET THE NEWSLETTER](#) [RSS](#) [SEARCH](#)

LOST THERE. FELT HERE.

0164 087 ACRES OF FOREST PROTECTED [FIND MY ACRE](#)

PROTECT AN ACRE

LEARN ABOUT THE PROBLEM

SEE THE SOLUTION

JOIN THE COMMUNITY

WATCH HARRISON FORD AD

PROTECT AN ACRE

Thousands of human hands are slashing and burning rainforests right now. Likewise, thousands of human hands are poised, fingers raised over their mouse buttons, about to make a difference.

\$15 protects an acre of forest and all the life it contains.

[PROTECT THIS ACRE](#)




High Ratio of Cultivation to Appeals

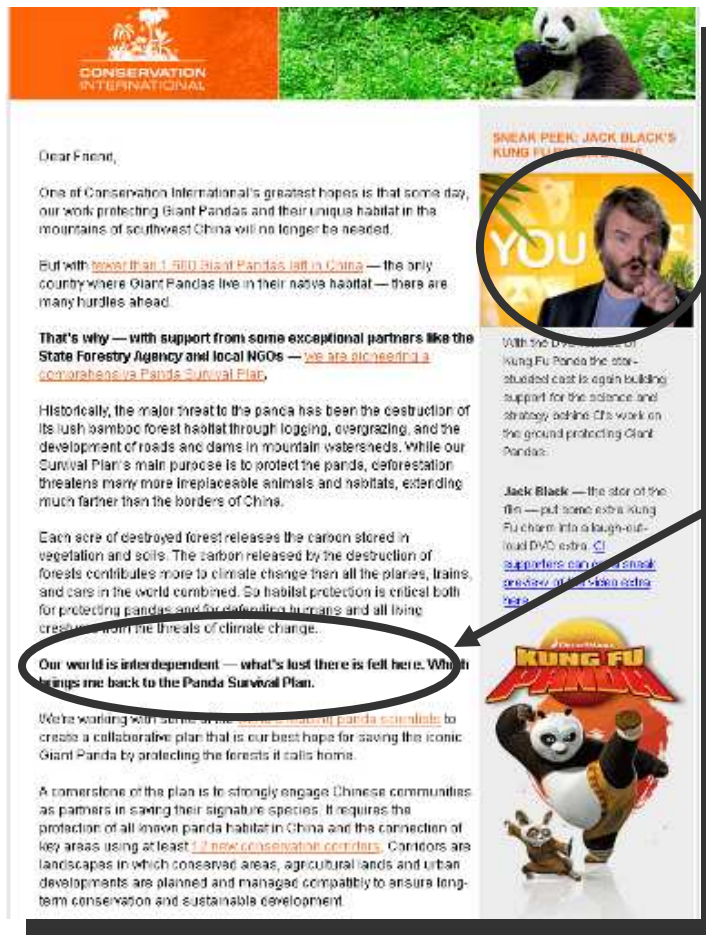
Cultivation

- Pandas
- Digital Magazine
- Nov eNews
- Climate Change By The Numbers
- Dec eNews – 2008 year in review
- Our Gifts to You

Appeals

- Kick-off Appeal from CEO
 - Gorillas
 - Tom Friedman video message
 - Tigers
 - Calendar Premium
 - Last-minute Gift Idea
 - Dec. 26, 28, 30, 31 – Match Appeals
- 

Pandas



CONSERVATION INTERNATIONAL

Dear Friend,

One of Conservation International's greatest hopes is that some day, our work protecting Giant Pandas and their unique habitat in the mountains of southwest China will no longer be needed.

But with [less than 1,800 Giant Pandas left in China](#) — the only country where Giant Pandas live in their native habitat — there are many hurdles ahead.

That's why — with support from some exceptional partners like the State Forestry Agency and local NGOs — we are pioneering a comprehensive Panda Survival Plan.

Historically, the major threat to the panda has been the destruction of its lush bamboo forest habitat through logging, overgrazing, and the development of roads and dams in mountain watersheds. While our Survival Plan's main purpose is to protect the panda, reforestation threatens many more irreplaceable animals and habitats, extending much farther than the borders of China.

Each acre of destroyed forest releases the carbon stored in vegetation and soils. The carbon released by the destruction of forests contributes more to climate change than all the planes, trains, and cars in the world combined. So habitat protection is critical both for protecting pandas and for defending humans and all living creatures from the threats of climate change.

Our world is interdependent — what's lost there is felt here. When things are back to the Panda Survival Plan.

We're working with some of the [best minds of panda scientists](#) to create a collaborative plan that is our best hope for saving the iconic Giant Panda by protecting the forests it calls home.

A cornerstone of the plan is to strongly engage Chinese communities as partners in saving their signature species. It requires the protection of all known panda habitat in China and the connection of key areas using at least [12 new conservation corridors](#). Corridors are landscapes in which conserved areas, agricultural lands and urban developments are planned and managed compatibly to ensure long-term conservation and sustainable development.

SNEAK PEEK: JACK BLACK'S KUNG FU PANDA

YOU

With the release of the Kung Fu Panda the star-studded cast is again building support for the science and strategy behind CI's work on the ground protecting Giant Pandas.


Jack Black — the star of the film — put some extra Kung Fu charm into a laugh-out-loud DVD extra. [CI supporters enjoy a sneak preview of the Kung Fu extra here.](#)

KUNG FU PANDA

- Pure cultivation
- Use of video
- Reports on fieldwork in China
- Climate change and forests as the larger context



Digital Magazine



We are Team Earth. Travel with us to the wondrous places we're working hard to save.

Dear Friend,

I am proud to announce the launch issue of our [new Team Earth interactive magazine](#).


As many of you know, over the past year I've been working with Conservation International to help launch a new initiative to protect our forests and slow climate change. I highlight that campaign *Lost Here, Not Here* in my comments in the new magazine.

We'd like you to be among the first to see our brand new **Team Earth** interactive magazine. Within its pages, you will travel with bestselling leaders, bold explorers and pioneering researchers to the beautiful and fragile conservation hotspots that CI is working around the clock to save. You will see the science and the strategy behind our work, as well as gorgeous images and video that feature the wildlife, places and people we are working so hard to protect and support.

[Download our new Team Earth interactive magazine right now.](#)



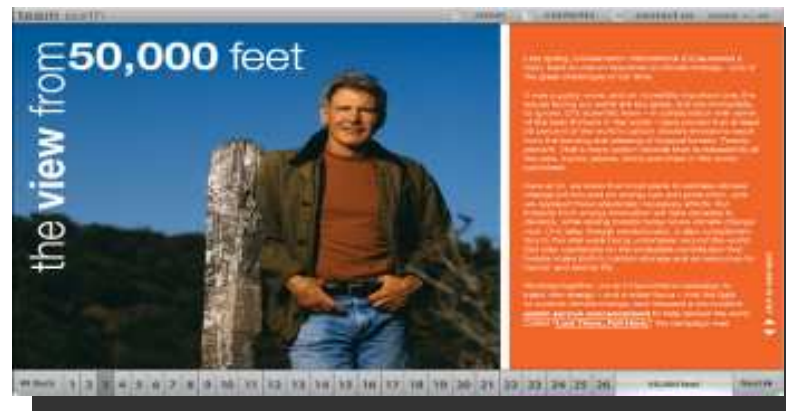
In this issue, you will:

- **Journey with us to Bird's Head Seascape in Papua New Guinea** — a learning coral reef where we found 50 new species of fish, coral and crustaceans, including two new species of "walking" sharks and where we are training a new cadre of conservation leaders
- **Visit Guyana's forests** — the source of 20 percent of the world's fresh water, where we have leased 200,000 acres from the government for conservation, both addressing climate change and providing living resources to the people who live there
- **Immerse yourself in A Climate for Life** — an evocative photo essay that celebrates the wildlife, places and people that are affected by climate change.
- **And receive an on-the-ground update from post-disaster China** — where CI and numerous partners are working to protect both the people and the pandas who have been affected by last summer's earthquake.



[Download our new Team Earth interactive magazine](#) and you will travel with trendsetting leaders, bold explorers and pioneering researchers to the amazing places we are working so hard to save.

Please enjoy the first complimentary issue of **Team Earth**. For an annual contribution of \$100, you will receive every issue of the new interactive magazine — six each year — and continue to have an insider's look at our work around the world.

the view from 50,000 feet

banking on fresh water
call of the bird's head
shared planet shared values
after the earthquake

ENTER



Climate Change By The Numbers

Narrative arc



Dear Friend,

Destruction of forests equals global warming. The math is really that simple.

But too often, this urgent fact gets ignored. **That's why I'm asking you to forward these 10 Forest And Climate Change Facts to your friends and family.**

Help us spread the word about Lost There, Felt Here and encourage your network to learn more about CI's work.

It doesn't take a data head to crunch these numbers. Take a look for yourself.

- 4 - hours in which the world loses [acres of tropical forest](#) equivalent in size to the island of Manhattan
- 20 - percent of all global CO2 emissions caused by deforestation
- 2 trillion - amount in dollars that burning and clearing forests costs the global economy every year as valued through lost fresh water, food and timber and carbon reduction



I'm Glenn Prickett. I lead CI's efforts fighting climate change and protecting the survival of wildlife and people threatened by its impact.

I hope you'll spread the word and forward our **10 Forest and Climate Change Facts** to your friends and family.

» FORWARD TO A FRIEND

- 70 - number of species of [South and Central American frogs](#) that have gone extinct, likely due to climate change
- 95 - percent of [living coral](#). Australia's Great Barrier Reef may lose by 2050 due to climate change
- 25 - percent of all land animals and plants at risk of extinction due to climate change
- 25 - percent of all emissions reductions called for by 2050 that could be achieved by conserving and restoring tropical forests
- 143 million - acres of forest Conservation International has helped conserve over the last three years
- 40 - number of cars, trucks and SUVs' yearly emissions offset by conserving just one acre of threatened tropical forest
- 15 - the cost in dollars for protecting one acre of forest with Conservation International. [Protect an acre today](#)

Conservation International has the track record and the solutions it will take to our forest conservation front and center in the climate change debate.

You can help by spreading the word today and showing your friends and family why protecting even just one acre of forest is so important.

Sincerely,

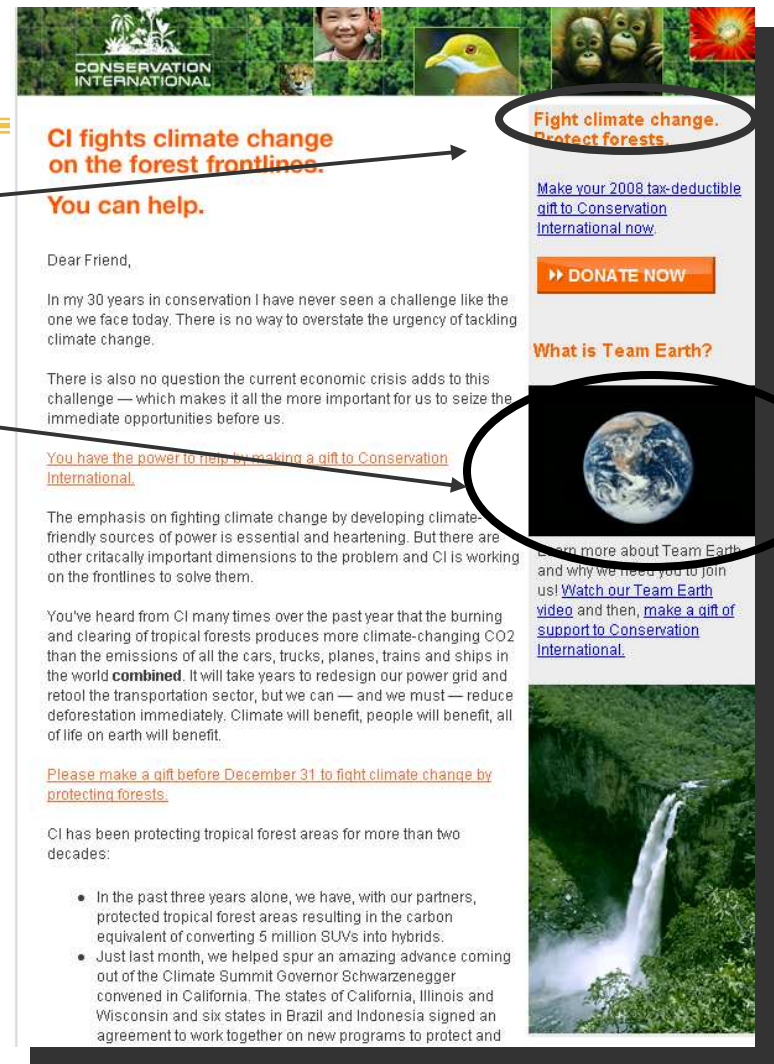
Glenn Prickett
Senior Vice President, Conservation International
Executive Director, The Center for Environmental Leadership in Business



Forward to a Friend

Kick-off Appeal from CEO

- Narrative arc
- Use of video
- Reports on conservation success
- Climate change and forests as the larger context



CONSERVATION INTERNATIONAL

CI fights climate change on the forest frontlines.

You can help.

Dear Friend,

In my 30 years in conservation I have never seen a challenge like the one we face today. There is no way to overstate the urgency of tackling climate change.

There is also no question the current economic crisis adds to this challenge — which makes it all the more important for us to seize the immediate opportunities before us.

[You have the power to help by making a gift to Conservation International.](#)

The emphasis on fighting climate change by developing climate-friendly sources of power is essential and heartening. But there are other critically important dimensions to the problem and CI is working on the frontlines to solve them.

You've heard from CI many times over the past year that the burning and clearing of tropical forests produces more climate-changing CO2 than the emissions of all the cars, trucks, planes, trains and ships in the world **combined**. It will take years to redesign our power grid and retool the transportation sector, but we can — and we must — reduce deforestation immediately. Climate will benefit, people will benefit, all of life on earth will benefit.

[Please make a gift before December 31 to fight climate change by protecting forests.](#)

CI has been protecting tropical forest areas for more than two decades:

- In the past three years alone, we have, with our partners, protected tropical forest areas resulting in the carbon equivalent of converting 5 million SUVs into hybrids.
- Just last month, we helped spur an amazing advance coming out of the Climate Summit Governor Schwarzenegger convened in California. The states of California, Illinois and Wisconsin and six states in Brazil and Indonesia signed an agreement to work together on new programs to protect and

Fight climate change. Protect forests.


[Make your 2008 tax-deductible gift to Conservation International now.](#)

DONATE NOW

What is Team Earth?

Learn more about Team Earth and why we need you to join us! [Watch our Team Earth video](#) and then, [make a gift of support to Conservation International.](#)

Gorillas



The great apes of Africa are in crisis.

Dear Friend,

Across the continent, gorillas, bonobos, and chimpanzees face wide-ranging and serious threats: thousands are being eaten as bushmeat, dying from Ebola and being killed simply to capture infants for the illegal pet trade; almost all populations are losing precious habitat due to increasing pressures from agriculture, commercial logging, and mining.

And as you now see in the news, renewed conflict in eastern Democratic Republic of Congo has placed about half of the Virunga mountain gorillas in the hands of rebels. The fighting is not only putting conservation at risk, but also generating a humanitarian crisis that is spiraling out of control.


The great ape crisis is one of CI's Central Africa program's highest priorities. And we are seeing amazing results from our efforts. But we still need your help. [During this holiday season, please consider a gift to Conservation International to protect the great apes and the forests where they live.](#)

Our program supports great ape conservation from Equatorial Guinea, where we are gearing up to do basic census work to determine how many great apes are surviving, to community conservation programs for bonobos and Grauer's (eastern lowland) gorillas in the Democratic Republic of Congo.

We do our work through partnerships with international groups such as the Dian Fossey Gorilla Fund, the Jane Goodall Institute, the Bonobo Conservation Initiative, the World Wildlife Fund, and most importantly to our approach, more than two dozen grass roots Congolese organizations.

I'd like to share with you an example of one of our most ambitious and successful programs—a forest corridor for great apes and forest elephants in eastern DRC that is helping contribute to local peoples' livelihoods while protecting great apes for future generations.


The corridor comprises two national parks and a series of communities that together are nearly the size of Virginia. By protecting this habitat, we are also helping stop climate change by reducing carbon emissions caused by destroying forests.




© CI/photo by John Martin

I'm Patrick Mehlman, Senior Director Central Africa program for Conservation International. I hope you'll read my message about the great ape crisis and make a gift to support CI's work.

▶ DONATE NOW




© CI/photo by John Martin



- Treat donors as program partners with reports from field
- Narrative arc?



Video Message Tom Friedman



Dear Friend,

I'm Glenn Prickett. I lead Conservation International's work fighting climate change and **I have a critical message for you.**

The destruction of forests has not been given the attention it deserves in the global fight to stop climate change. Most people don't realize that the burning and clearing of forests actually puts more carbon dioxide in the atmosphere than all the trucks, cars, and planes traveling in the world combined.

Protecting the Earth's remaining tropical forests is an immediate, cost-effective way to decrease greenhouse gas emissions and help stop climate change.


You can help. [Watch Tom's short message and then consider joining Team Earth with a gift of support to protect acres of forests. It only costs \\$15 to protect one acre.](#)

Believe me — it's an investment worth making. Each acre of forest that is lost there will affect us here. [What's heartening is that people like you can help — most effectively by partnering with CI.](#)

What we all do individually is important. But as Tom likes to say, if you want to have a big impact on the world, you need to work with big players. And that's what we do here at Conservation International.

We bring leaders from governments, corporations, nonprofit organizations, and local communities to develop mutually beneficial solutions to protect the planet.


Further, we have the science to back it up. Science is the cornerstone of everything we do as we identify threatened species and forests and



As a member of Conservation International's Team Earth, you will be joining conservation leaders like **Tom Friedman**, Harrison Ford and me in the fight against climate change.

[Watch a short message from my friend Tom and then join us on Team Earth](#) with a gift of support to protect acres of forests.

[▶▶ DONATE NOW](#)



- Use of video
- Narrative arc
- Stick to our niche

eNews Update



thank you

As we near the end of another calendar year, we at Conservation International (CI) are deeply appreciative of your support and the good work your engagement has allowed us to do.

With your help, we focused on the inter-connections between threatened species, critical landscapes and human communities, and we were able to achieve many great successes. We continue to envision a new CI – even more ambitious, nimble and gutsy – that will accelerate our impact and achievements in a rapidly changing world.

So in this time of reflection, we want to say “thank you” once again. CI is more dedicated than ever to facing the challenges we all face. From each of us here at CI, from Denver to the Galapagos to South Africa to Washington, DC, we wish you the very best in the New Year.

High Impact Successes

With your help, CI continues to make significant progress in 2000. Key successes include:

- **We established 22 new conservation agreements**, bringing our worldwide total to 50 agreements covering two million biodiversity-rich acres. These innovative arrangements offer people concrete benefits – [improvements in health, job creation and economic opportunity](#) – in return for conserving the local natural resources.
- **We were instrumental in the creation of 78 new protected areas** covering a total of 2.67 million hectares (6.5 million acres), an area close to the size of Massachusetts. We protected places brimming with biological, social and spiritual value where people, plants and animals benefit from robust ecosystems.
- **We helped establish the world's largest marine park** – a vast ocean area in one of the richest marine feeding and spawning areas in the world – near the Pacific island nation of Kiribati. The [Phoenix Islands Protected Area](#) covers 410,500 square kilometers (158,484 square miles) of ocean and encompasses a coral atoll, two submerged reef systems and deep sea habitat, including underwater mountains.
- **We were a lead partner in compiling the most comprehensive global assessment of mammal species ever done** as part of a team of more than 1,000 scientists from more than 130 countries. The study found that 1,141 of the world's 5,467 known mammal species are threatened, but also that five percent of threatened mammals show signs of recovery in the wild, highlighting the effectiveness of conservation efforts and focused conservation efforts.
- **We continued to fight the cutting of tropical forests** by helping frame and promote the [Governors' Global Summit on Climate Change](#) in November. At this summit, California Governor Arnold Schwarzenegger joined the governors of Colorado and Illinois; Arapá, Mato Grosso, Amazonas and Pará in Brazil; and Aceh and Papua in Indonesia in commit to developing forest-protection “carbon markets” today. This means that [millions of hectares of tropical forest will be protected](#).

Report on success

in the field

These are gratifying accomplishments, but there is a tremendous amount of work ahead. Watch for updates on all of our projects in the coming year.

Socio Bosque

CI applauds the government of Ecuador for recently announcing a pioneering national forest conservation program -- [Programa Socio Bosque](#) -- to conserve forests, store climate-changing carbon and provide tangible benefits to local landowners and indigenous communities willing to conserve their land.

Tonle Sap Lake

Cambodia's Fisheries Administration and CI-Cambodia have entered into an expanded partnership that will triple the coverage of [freshwater sanctuaries within the Tonle Sap Lake](#), north of Phnom Penh, Cambodia. The Tonle Sap Biosphere Reserve is home to at least 400 species of fish, including the Mekong giant catfish (*Pangasianodon gigas*). This Critically Endangered catfish is the world's largest freshwater fish and its range is limited to the Mekong River basin. The project will also set up community fisheries with proper management systems and will restore damaged areas of flooded forest.



© CI/Photo by Annette Olsson

spread the word

Despite these successes, the species, ecosystems and natural processes that sustain life on Earth continue to buckle under pressures such as habitat destruction and climate change. As we continue to more deeply understand our connections, it is imperative that each one of us do our part.

Here are three easy ways:

- **Send a CI holiday card** and share your commitment to conservation. CI's beautiful, brand-new eCards help connect you to your friends while spreading the word about our work. [Send an eCard today.](#)
- **Customize your iGoogle theme Conservation International-style.** Google is now offering a dynamic Conservation International theme that you can use to customize your iGoogle homepage. [Just click here to personalize your page.](#)
- **Protect an acre -- or two or three -- in honor of a family member or friend.** Stay away from the malls, and leave the trinkets on the shelf. [Donate an acre in their name](#), then send an eCard to let them know!



© Conservation International

Cultivation

Tigers

Help protect the forests tigers call home.

Dear Friend,

At most, 4,000 tigers exist in the wild today. Note that number because it marks a tipping point for wild tigers.

I'm Judy Mills, and I have made it my life's work to stop the decline of these magnificent animals. I lead Conservation International's work saving tigers and together, we are making great strides to bring them back from the brink of extinction.

You can help by making a gift right now to help CI protect the forests tigers call home. It only costs \$15 to protect tigers.

Commercial poaching and the clearing of forests are robbing our world of tigers. And, as more forests are destroyed, the earth's climate worsens. **But CI is working to break this cycle.**

Ending the Tiger Trade

- Tigers are among the most sought-after victims of the wildlife trade for their pelts, meat, claws, whiskers and bones. CI funded creation of the International Tiger Coalition, a global alliance of

I'm Judy Mills with Conservation International. When you make a gift to support CI, you make a gift to support my work saving tigers. Thank you.

▶▶ DONATE NOW

organizations representing millions of people, working as one to stop tiger trade by routing out illegal trade networks and educating stakeholder communities about tiger-part alternatives.

- CI proudly counts traditional Asian medicine communities, historic users of tiger parts, among our most valued and active partners — sharing CI's belief that healthy people require a healthy planet.
- While domestic trade in tiger products is banned in China, a small group of profiteers are lobbying to have the ban lifted — rekindling demand for tiger-bone wine among China's 1.3 billion people. CI is working to keep China's ban in place.

Stopping Habitat Destruction

- CI scientists are leading efforts to identify conservation corridors that support both tigers and tiger-friendly human development in countries including China, Cambodia and Indonesia. We are focusing on the places that are the last best hope for sustaining tigers in the long-term.
- CI's Conservation Stewards Program is helping local communities to profit from saving tigers and the prey and forests they depend on for survival.

Fighting Climate Change

- The burning and clearing of forests accounts for more carbon emissions than all the world's cars, trucks, trains and planes combined. By preserving and restoring the forests tigers call home, CI and our partners help to stem global climate change while securing the fresh water, fertile soils, abundant wildlife, food, medicine and other benefits that healthy forests provide.

These are just a few of the ways CI is working to protect tigers, forests, and people around the world. If we allow ourselves to lose this king of the jungle how will we stop the loss of the rest our natural treasures and prevent our planet from getting ever hotter? I do not wish to find out. That's why I work for tigers with Conservation International.

Please make a gift to support our work.

Sincerely,
Judy Mills

P.S. Charity Navigator gives CI four stars — its highest rating — in recognition of CI's track record of good stewardship of donated funds. Every dollar spent will have the maximum impact possible.

**Narrative arc
Report back**

Our Gifts To You

- Cultivation
- Encourage word of mouth
- Select our niche



Your support is our greatest gift.

Today, Conservation International would like to share some special gifts with you.

Dear Friend,

All of us at Conservation International truly appreciate your support of our work. Our successes protecting the foundations of a healthy planet — forests, animals, clean air, fresh water, thriving local communities and more— are all because of you.

Your support is our greatest gift. And today, we'd like to share some special holiday gifts with you.

- We've partnered with Scientific American to offer our friends a **FREE copy of a special in-depth issue of Earth 3.0** focused on the environment, energy, and the economics behind it all. This issue showcases expert opinions from leaders in science, technology and industry, plus offers some new ideas for how you can reduce your impact on the environment. [Download your digital copy of Scientific American Earth 3.0 and enjoy it over the holidays.](#) This special issue is normally \$5.95 on newsstands, but is free for Conservation International members.
- **Do you iGoogle?** Well, now you can customize your iGoogle theme Conservation International-style. Google is now offering a dynamic Conservation International theme that you can use to customize your iGoogle homepage. [Just click here to personalize your page.](#)



Send one of our [Send an ecard](#)

— or two or three — in gift, you can send an you'll be sure they'll get

We've got an exciting

Internet connection, it

may take a few minutes to download. But it'll be worth the wait.



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Million Dollar Challenge



CI's Board will match your gift dollar-for-dollar through December 31st.

Join us on Team Earth now and your gift will go twice as far. Are you in?

Dear Friend,

Losing an acre in a tropical forest impacts every one of us at home. It is time to bring everyone together as part of the solution. That's the simple principle that guides Team Earth.

This is unquestionably a singular and uncertain moment in history, and one in which humanity can rally together for the preservation of life on earth. Team Earth makes us all a part of the solution — bringing governments, organizations, and individuals together to ensure a thriving and healthy environment for the home we all share.

Here at CI, we've launched a bold approach to address climate change — one of the greatest challenges of our time. While most plans focus on energy use and production, CI's vision recognizes the contribution that forests make, both to carbon storage and as resources for human and animal life.

We've demonstrated that **protecting forests is one of the fastest and most efficient ways to stop climate change.** Members of CI — like you — have shown support for CI's work by protecting thousands of acres over the last six months. That's thousands of species as well — both known and as-yet-undiscovered by science.

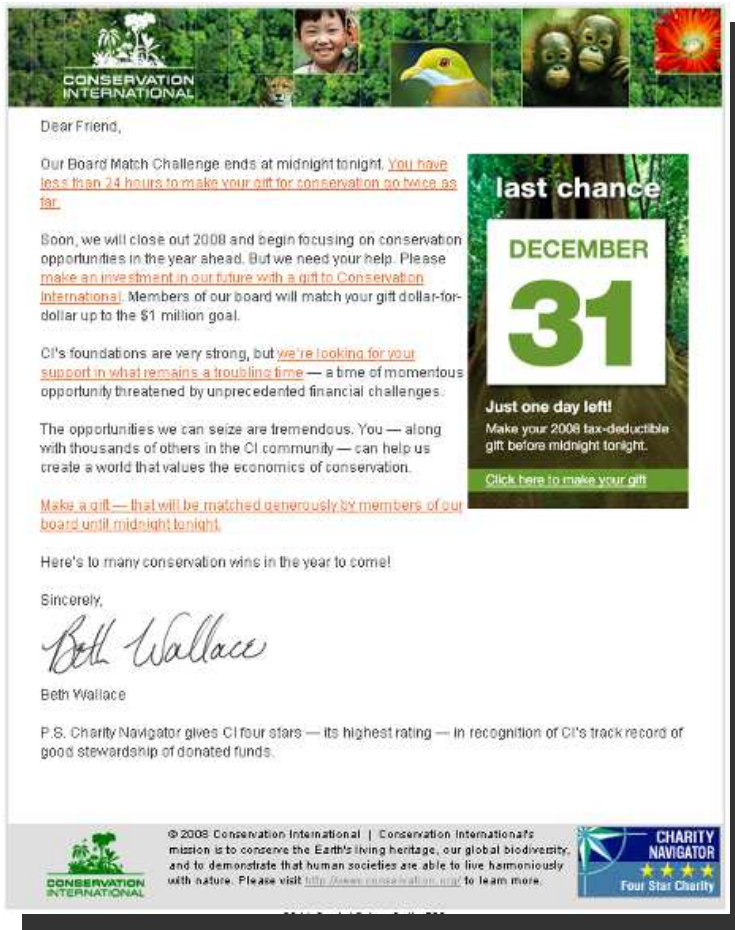
But there's still much work to be done. **That's why CI's Board**



■ Narrative arc



Last Chance



Dear Friend,

Our Board Match Challenge ends at midnight tonight. [You have less than 24 hours to make your gift for conservation go twice as far.](#)


Soon, we will close out 2008 and begin focusing on conservation opportunities in the year ahead. But we need your help. Please [make an investment in our future with a gift to Conservation International](#). Members of our board will match your gift dollar-for-dollar up to the \$1 million goal.

CI's foundations are very strong, but [we're looking for your support in what remains a troubling time](#) — a time of momentous opportunity threatened by unprecedented financial challenges.

The opportunities we can seize are tremendous. You — along with thousands of others in the CI community — can help us create a world that values the economics of conservation.

[Make a gift — that will be matched generously by members of our board until midnight tonight.](#)

Here's to many conservation wins in the year to come!

Sincerely,

 Beth Wallace

P.S. Charity Navigator gives CI four stars — its highest rating — in recognition of CI's track record of good stewardship of donated funds.


last chance

DECEMBER

31

Just one day left!
 Make your 2008 tax-deductible gift before midnight tonight.
[Click here to make your gift](#)


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- Narrative arc
- Urgency



Insight Network -- Two-Way Communications



Dear Friend,

I'd like to invite you to participate in an online discussion over three days, with 25 other members of Conservation International's Insight Network, so that we can find out more about you and give you an opportunity to learn more about us.

The goal of the Insight Network's online discussion group is to find out about your personal experiences with, and interest in, global conservation; and to discuss possibilities for people to engage in Conservation International's work at a deeper level.

Participants will receive our gorgeous 2009 wall calendar with stunning photos from award-winning photographers as our thank-you for your participation.

If you are interested in participating, please [click here](#) to enter your contact information. You may also cut and paste the following link into a new browser window:

http://www.surveymonkey.com/s.aspx?sm=ivJCHYg_2fLpwrebbQxzk35w_3d_3d

Here is what is involved:

- We will invite 25 participants to take part in the online discussion.
- There is no specific time you are required to join the discussion; however each participant will be asked to log on to the discussion website at least twice each day for about 20 to 30 minutes. You can log in and come back throughout the day as often as you'd like.
- We will pose questions and follow-up questions. You will have the opportunity to respond to our questions, as well as respond to your fellow participants' views and opinions to create a dialogue with each other.
- To thank you for your time and trouble, we will send each participant our gorgeous 2009 wall calendar with stunning photos from award-winning photographers in the coming weeks
- The online discussion group will take place from **Monday, January 26 through Wednesday, January 28.**

- Network is an online community for gathering feedback, insight, comments and reactions
- Began with survey of all donors and subscribers
- Invited larger dollar donors who also showed high net promoter score to join Insight



Donor Feedback

“I think you have a really good touch in being inclusive without making it feel like a fundraising solicitation in every communication - great job!”

*“This was one of the absolute **BEST** e-newsletter/updates I have EVER received from any non-profit organization... and I work for one! Thank you for sharing very specific details about what you are doing and how our donations are making a difference. It's not only interesting to learn about these issues, but I also feel very connected to the cause.*

“Just to say that I think channels of communication with CI are a lot more effective than when I first joined your organisation. I really appreciated that, it makes people like me at the grass roots feel far more connected.”



Thank you

- Colleen McCulloch-Learch, learch@edgeresearch.com
- Vinay Bhagat, vinay@convio.com
- Beth Wallace, bawallace@conservation.org
- Mark Rovner, mark.rovner@seachangestrategies.com

