

ANNUAL APPEAL LETTER - SAMPLE A

[Date]

Dear [Recipient's Name],

Studies show that on average, school age children spend less than 3 hours a month outdoors enjoying nature and exploring its wonders. As we all know, lifelong habits are built early. To build the next generation of those who enjoy, love and protect the natural world, we need to directly immerse our children in the outdoors, engage their curiosity about the world around them and give them experiences with the plant and animal life right outside their doors.

The Nature Center helps teachers do exactly that – create easy-to-implement lesson plans that students enjoy, which tie to the state's curriculum standards. Since 1984, the Nature Center has provided over 20,000 hours of training to 5,000 teachers across the region, giving them ideas and resources they can bring back to share with their students and other staff.

Recent feedback from one of our participants underscores the results we are achieving.

“The combination of what we have gotten out of participating in your ‘Nature Time’ programs and engaging in the peer learning circles has made a real difference in the confidence and skill of our teachers. As a new teacher with limited experience outdoors myself, I recently had the joy of watching 3rd grade students hiking behind our school and following animal tracks to try to identify them, with the “Sherlock Holmes” lesson plan. I couldn't get them back inside when the lesson was over!”

Please help us continue this important work by making a generous donation to our annual fund. As you know, we don't charge teachers to participate in our programs, so that we can reach as many as possible. A \$500 gift will allow a middle school teacher to bring back 10 different lesson plans, reaching several hundred children throughout the year.

For 20XX, we have a goal of raising \$50,000 to directly support our educational programs, allowing at least 100 teachers and nearly 30,000 students to benefit from our programs. Please join me in making this your stretch gift for the year! After all, our children deserve to enjoy the wonders of nature waiting right outside their door.

Sincerely,

[Name]

Board President

P.S. Please consider the “sponsor a classroom” level. For your \$1000 gift, you will know you will be insuring nature-based curriculum for hundreds of students for an entire school year. Imagine the difference that could make in their lives!

