

# Conservation**Walks**

*Stepping up for biodiversity*

*When we walk we naturally go to the fields and woods;  
what would become of us if we walked only in a garden or a mall?*

*—Henry David Thoreau, “Walking”*

## **What is ConservationWalks?**

ConservationWalks is a program that empowers students, corporations, community groups, and anyone interested in the natural world to raise funds and awareness for conservation through **nature hikes**. This manual gives you the tools you need to organize and execute campus and community fundraising nature hikes - tools such as:

- LandScope America, a free online conservation guide to help plan your route ([www.landscape.org](http://www.landscape.org))
- Your own online fundraising website, ([www.CrowdRise.com/ConservationWalks](http://www.CrowdRise.com/ConservationWalks))
- Lists of rare species in your area through NatureServe Explorer ([www.natureserve.org/explorer](http://www.natureserve.org/explorer))
- Sample scripts and emails
- Templates for press releases, fliers, and more
- Tools to share your event on Facebook and Twitter

ConservationWalks raises funds for NatureServe ([www.natureserve.org](http://www.natureserve.org)), a 501(c)3 non-profit organization.

## **What is NatureServe?**

NatureServe serves as the hub of a network of more than 80 organizations in the Western hemisphere whose mission is to provide the scientific basis for effective conservation action. More than 1,000 scientists, data managers, and other professionals participate in this consortium in programs across all the United States, all Canadian provinces and territories, and 18 programs in 13 countries in Latin America. These dedicated network staff collect and manage the Western hemisphere's most comprehensive resource for biodiversity data, containing nearly a million mapped locations of at-risk species and providing extensive information on more than 66,400 species and almost 6,700 ecosystems. Visit [www.natureserve.org/visitLocal/index.jsp](http://www.natureserve.org/visitLocal/index.jsp) to learn more about the member program near you.

## **Who is Conservation Walks for?**

ConservationWalks is for anyone interested in promoting environmental sustainability and motivating others to do the same. This manual is geared towards students, particularly those in a conservation or environmental club, but can be adapted by many others.

## **How can my school or student organization get involved?**

Your school or club can organize a ConservationWalks nature hike. Pick a date, a location nearby, and invite students and others to join you to raise funds for conservation.

## What are the benefits for my school or student organization?

- **Publicity.** NatureServe provides a press release template in this manual and will help you distribute the release to local media. NatureServe will list participating groups on its website, ([www.natureserve.org](http://www.natureserve.org)) with links to the student organization's websites. Your group's name will also appear on CrowdRise, Edward Norton's national fundraising website ([www.CrowdRise.com](http://www.CrowdRise.com)), who we've partnered with to help you raise funds.
- **New members.** Your club can use ConservationWalks as a flagship event for increasing your membership by recruiting students from around school and across campus along with members of the community at large. This manual will provide you with details on how to promote your event, and at select campus locations, NatureServe can assist you in recruiting help from our own members and supporters who can help lead the charge.
- **Recognition.** Your club will receive a formal acknowledgement letter and certificate from NatureServe. The organizations and individuals who raise the most will also receive special prizes.
- **Leadership experience.** Holding a ConservationWalks event provides you and other organizers with tangible leadership experience that future employers, selection committees, and school officials will see as a valuable indicator of your character and skills. NatureServe will also upon request provide letters of recommendation for key contributors.

## How do I get started?

1. **Read this manual,** which contains important information on how to be effective in raising money and promoting your event.
2. **Talk with your organization's members.** Share the ideas in this manual, agree on who does what, and get started!
3. **Pick your captain and co-captain.** Designate two people from your group to lead the effort. If possible, the **co-captain** should be a year or two younger than the captain, to help ensure that you leave a lasting legacy by making your ConservationWalk an annual event after you graduate!
4. **Pick a date.** Select something that will give you enough time to organize the event and recruit people to attend. Plan on providing yourself with one to three months of lead time.
5. **Pick a location.** Read on for tips and a free resource that can help you pick a route.
6. **Fill out the Conservation Walks Sign-Up Form.** Simply fill out the PDF attached and email to [erin\\_chen@natureserve.org](mailto:erin_chen@natureserve.org).

7. **Start your online fundraising page.** Go to [www.CrowdRise.com/ConservationWalks](http://www.CrowdRise.com/ConservationWalks) and click on “Fundraise for this Event.” Keep reading for step-by-step instructions later in this manual.

### Contact Information

If you have any questions, contact Erin Chen, Director of Development, at 703-908-1841 or email [erin\\_chen@natureserve.org](mailto:erin_chen@natureserve.org).

## Organizing Your ConservationWalk

### Picking a Date

Most schools will choose a weekend day so that the event does not conflict with classes. Choose a date that is *not* a long weekend (people go away) or a big school event (like Homecoming). Try to avoid mid-terms and finals. Talk to your group’s members to see if they prefer a morning or mid-day start time. Finally, pick a date that is far enough away so you have time to get people involved and fundraise (one to three months out is good), but not so far away that people might forget (like next year). Remember that successful events can be done with as little as two weeks of planning time—but more is better!

### Picking a Location

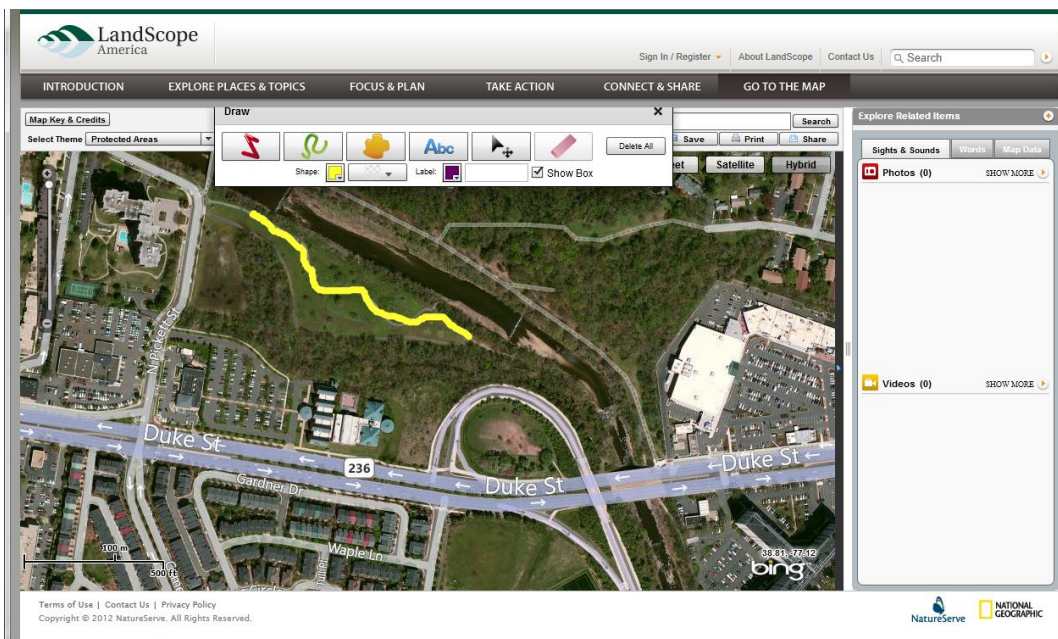
If you already have a location in mind—someplace close to the school, such as a hiking trail, park, a hill or a mountain trail—ask yourself these three questions before you settle on a location:

1. Is it easy for your club members to get to, or would you need to arrange transportation?
2. How long would it take you? (Think about how much time you want to spend—An hour? A half-day? A full day?) Make sure the hike finishes before it gets dark. Do not go at night—it’s just a bad idea.
3. How physically strenuous is the walk? Don’t make it too physically grueling—having someone get hurt will definitely reduce the fun for everyone!

If you do not yet have a location picked out, you can use LandScope America—a free online guide to conservation developed by NatureServe and National Geographic—to map out your route. (It’s also fun to play around with.) Here’s how:

1. Visit [www.landscape.org](http://www.landscape.org).

2. Click “Sign In/Register” up at the top, and click “Register” under “Register as a LandScope User.” Fill out the registration form and click continue. The final step will ask you to log in.
3. Click on “Go to the Map” in the upper right hand corner.
4. Enter your zip code in the “Find” box in the upper right hand corner of the map (not the “Search” field in upper right corner of the website—you want the one on the map itself).
5. The map will default to show you protected conservation areas—for instance, federally protected areas appear in green. You can click “Map Key & Credits” to see the colors of other protected areas—private lands show up in red or pink. For a simpler view, go to “Select Theme” in the upper right hand corner, and select “Basemap Only.”
6. You can move the map around with the mouse. Zoom in to get a better look, and click “Hybrid” in the upper right hand corner to see the area in more detail.
7. Click “Draw” to map out a route. It will open up a toolbox for you; choose the second tool, called Freehand Line. Click once on the map to start your line, move it where you want to go, and then click again to end it. You can change the color and transparency if you prefer.



8. To save or print your route, close out of the draw function if you have it open. Then click Print in the upper right hand corner of the map. Name your map [“My ConservationWalk”] and add any notes you want. Click Preview. Then, at the bottom, you have the option to Save as Image or Print.
9. If you are not ready to print yet, and want to save your map and come back to it later, you can save your map within your profile (don’t worry—it’s free). Click “Save” in the

upper right hand corner next to “Draw.” Name your map and hit “Save.” The next time you log in, your map will show up under “My Saved Maps” in the “My Account” section of the website.

10. If you want to share the map with friends, click the “Share” button in the upper right hand corner, and it will give you the option to copy, email, or share the map on Facebook and other social networking sites.

One last note: Before you finalize your route, you should walk it once yourself to see how long it takes and be sure that you like the hike.

### Sign-Up Form

Fill out the sign-up form attached and fax to 703-896-7935 or email to [erin\\_chen@naturereserve.org](mailto:erin_chen@naturereserve.org).

### Create Your Online Team Page

ConservationWalks has partnered with [www.CrowdRise.com](http://www.CrowdRise.com) to make it easy for you and your members to raise funds and spread the word about your nature hike. Follow the steps below to create your online team page.

1. Visit [www.CrowdRise.com/ConservationWalks](http://www.CrowdRise.com/ConservationWalks)
2. Click on **FUNDRAISE FOR THIS EVENT.**
3. Click on **CREATE A NEW TEAM.**
4. You’ll be prompted to create a name. You can name it like this: **TEAM [YOUR SCHOOL NAME]** or **TEAM [YOUR CLUB NAME]**. You can add some text about your team (see sample text below) or skip it all and do that part later.

Sample text for Team Page:

On **[EVENT DATE]**, the **[CLUB NAME]** will be hiking **[INSERT EVENT LOCATION- OPTIONAL LINK TO YOUR LANDSCOPE MAP]** to raise money for NatureServe, a non-profit organization whose cause we believe in, and here’s why:

NatureServe connects science with conservation, providing biodiversity knowledge and tools so that everyone making natural resource decisions—including governments, conservation organizations, corporations, landowners, and the scientific community—can better focus conservation actions and to more responsibly manage natural resources. Through the dedicated work of more than 1,000 scientists, data managers, and other professionals in the NatureServe network, they collect and manage the most comprehensive knowledge base about the plants, animals, and habitats of the Western

Hemisphere. This unique resource helps sustain the health of our natural heritage—the diverse and resilient natural world needed to support prosperous human communities for current and future generations.

We're asking our amazing friends and family, and those who simply love nature, to please consider making a donation to support our efforts, and to help NatureServe protect the diversity of life on Earth.

If you would like to join our event and help us fundraise, you can go one step further. Click **JOIN THE TEAM** above to help us fundraise for this cause.

Thank you for all of your support!

5. **UPLOAD** a photo for your team project or skip and do this part later. One idea is to use the image of your hiking route that you created in LandScope America, saved as a jpg file.
6. **REVIEW** your charity NatureServe, the non-profit that connects science with conservation.
7. After your Team is created, add all sorts of pictures and text to make your team page more compelling for participants and donors. Here's an example of a team page: <http://www.CrowdRise.com/teamgrassrootsoccer>
8. If you have any questions about creating your page, you can email [EventGirl@Crowdrise.com](mailto:EventGirl@Crowdrise.com) and she will help answer all your questions.
9. You now have your own team page with a unique URL [**WWW.CROWDRISE.COM/YOURTEAMNAME**]. Use the **SHARE PROJECT** button to email a link of your team's page to all of your participants and supporters. Simply ask them to hit the **JOIN THE TEAM** button and they'll each have their own personal fundraising page as part of your Team. *(See a sample email to participants in the next section.)*

### **How to Promote Your Event**

So, you've got the date set, location picked out, your club members are raring to go, and you just need some tools to be able to get the word out. Follow the guidelines below, and if you have other ideas, please share them with us! Email [erin\\_chen@natureserve.org](mailto:erin_chen@natureserve.org) with any additional ideas or questions. Remember, make it a goal to get more than just your club members involved—this should reach the entire school and entire community.

1. **Invite your club members to join your online fundraising team.** Below is a sample email that you can send out to your club members.

Dear **[NAME OF YOUR CLUB]** Members,

Thanks for being a super passionate supporter of **[NAME OF YOUR CLUB]**. As you might know, we have joined ConservationWalks, a national program to raise funds and awareness through nature hikes. ConservationWalks supports NatureServe, a non-profit organization that connects science with conservation.

To raise money, we are going to be hiking the **[NAME OF YOUR TRAIL-OPTIONAL LINK TO YOUR LANDSCOPE MAP]** on **[EVENT DATE]**. We will meet at **[STARTING LOCATION]** at **[TIME]**.

Our goal is to raise **[YOUR GROUP GOAL]** and we need your help! You can fundraise even if you cannot participate in the actual nature hike (although we hope you do).

Here's how you can help right now...

1. Visit **[YOUR FUNDRAISING WEBPPAGE]** and click JOIN THE TEAM and help our team raise money for conservation. In less than a minute, you'll have your own personal page that you can use to raise money on and share with everyone you know.
2. Click SHARE PROJECT on your fundraising page and use Email, Facebook, Twitter and LinkedIn and ask everyone you know to add their support. You do not need to actually be participating in the nature hike to be a key part of our fundraising team.

Thanks so much and please email us if you have any questions about the event, or email [EventGirl@Crowdrise.com](mailto:EventGirl@Crowdrise.com) if you need help setting up your page.

**[NAME]**

2. **Event Announcement.** Use this template to create a short blurb that you can email out. You can use this in your online fundraising page, Facebook, twitter, your personal email, everywhere! Feel free to customize it to fit your individual passion and team goals. Send this template out to your club members, along with the other promotion and fundraising ideas in this manual.

On **[EVENT DATE]**, I will be hiking **[EVENT LOCATION-OPTIONAL LINK TO YOUR LANDSCOPE MAP]** with the **[YOUR SCHOOL OR CLUB NAME]** ConservationWalks



Team to raise money for NatureServe, a non-profit organization whose cause I am extremely passionate about.

NatureServe connects science with conservation, providing tools and data so that everyone making natural resource decisions—including governments, conservation organizations, corporations, landowners, and the scientific community—will take biodiversity into consideration as a means to better focus conservation actions and to more responsibly manage natural resources. Through the dedicated work of more than 1,000 scientists, data managers, and other professionals in the NatureServe network, they collect and manage the Western hemisphere’s most comprehensive resource for biodiversity data. The end result of these efforts will be the sustained health of our natural heritage, which supports prosperous human communities for the benefit of current and future generations.

So, here I am, asking my amazing friends and family, and those who simply love nature, to please consider making a donation today to support my efforts, and to help NatureServe protect the diversity of life on Earth.

Please click **HERE [LINK TO YOUR FUNDRAISING PAGE]** or visit **[YOUR FUNDRAISING WEBPAGE]** to donate. You can also mail checks to the address below (please put my name and my school name in the memo line):

NatureServe  
Attn: Development Team  
4600 N. Fairfax Drive, 7<sup>th</sup> Floor  
Arlington, VA 22203

If you would like to join my event and help me fundraise, you can go one step further. Click **JOIN THE TEAM** on my webpage above to help me fundraise for this cause. You can become a team member for this project and spread the word to your own friends and family. Just think of the impact we could have if we donate and then ask 10 of our friends to donate too!

Thank you for all of your support!

3. **Email the Event Announcement.** Send it out to all of your club members, contacts, friends, and family.

4. **Post the URL on social networks.** Facebook, Twitter, and any other social networking sites you use, and use the hashtag #natureserve.
5. **Make your event flyer.** Use the template in this manual, and customize it for your event. Make sure to include your online fundraising URL. If you need further customization for your flier, contact [erin\\_chen@natureserve.org](mailto:erin_chen@natureserve.org).
6. **Post your flyers.** Hang them up all over school/campus—in building entrances, classrooms (if allowed), cafeterias, and around the community.
7. **Ask your school to send out an email on your behalf.** You can also ask specific faculty and department heads, such as Ecology, Biology, and Environmental Science, or just ask your favorite professors/teachers.
8. **Press release.** Use the template in this email to create an event announcement and send it to the school newspaper, community paper, and local media outlets (papers, TV, and radio) and community calendars. Contact [erin\\_chen@natureserve.org](mailto:erin_chen@natureserve.org) if you would like help.

Here are a few other ideas you can try:

1. **Ask professors/teachers if you can post event information** (name, date, time, and fundraising link) on the class website, blog, or classroom white or chalkboard.
2. **Ask professors/teachers to make announcements** about the event in classes.
3. **Set up a table in the cafeteria** or student union to promote the event and recruit people to help spread the word.
4. **Set up a table at sporting events** prior to your hike to promote the event and recruit people to help spread the word.
5. **Set up a table in supermarkets**, malls, and other community areas to promote the event and recruit people to help spread the word.
6. **Involve marketing programs/classes** to participate in promoting the event.

## Fundraising

**Raising funds is easier than you might think. You'd be surprised how many people are willing to chip in for a good cause, and to support your conservation efforts. Here are some ideas to help get you going:**

1. **Set a goal.** If you have 10 people in your club, and you each raise \$100 (easy to get from family, friends, neighbors, teachers, etc.), that's \$1,000 more for the cause! Check in with your club members regularly to see how fundraising is going and who is close to

hitting their goal. Consider giving a prize to the person who raises the most (like a gift card to a nearby restaurant).

2. **Recruit more fundraisers.** Ask people to click **JOIN MY TEAM** on your fundraising site. The more people who participate in your nature hike, the more people who fundraise, the bigger and better the outcome.
3. **Ask your parents** to donate. Then ask if they will ask their colleagues at work to donate, and to see if their company would make a contribution.
4. **Ask family members and friends** to make a donation to your online fundraising site.
5. **Sell T-shirts before and at the event.** The most effective way to get the t-shirts printed is to work with a printer that the school already knows, and ask them to donate the shirts in exchange for putting their logo on the back. (Since the proceeds go to NatureServe, a registered 501(c)3, they may be able to write it off as a tax deduction.)
6. **Collect donations from participants on the day of the event,** before the nature hike starts.
7. **Sell “ConservationWalks” environmentally friendly water bottles.** Contact Erin Chen at [erin\\_chen@natureserve.org](mailto:erin_chen@natureserve.org) for details on selling these special environmentally friendly water bottles through Hope2o.

Here are a few more ideas to try:

1. **Have a bake sale.** Ask the culinary school or home economics class to make cupcakes or cookies, and sell between classes. Have fun with it—think green cupcakes and cookies, or sell snacks with organic ingredients. Use this time to raise money and promote your event.
2. **Ask local community groups** and fraternal organizations: many groups such as Rotary, Masons, and Kiwanis support this kind of activity. Ask them for participation or donations.
3. **Matching funds:** Local businesses and employers are often willing to match proceeds or a percentage thereof.
4. **Collect loose change** in lunch room or dining hall.
5. **Have a car wash.**
6. **Serve-a-thon** or other skills contest.
7. **Community outreach.** Stand out in front of a store front, pass out materials and ask for donations.
8. Anything else you can think of!

## Video and Photographs

- **Take LOTS of photos.** NatureServe loves to see photos of your event! Try to shoot photos of people in your group as well as the plants and animals you see along the way.
- **Shoot video.** We need you to help us show how awesome and successful an event can be. The video of your event will go a long way to achieving that goal.
- **Share your media.** In addition to posting photos and video on your CrowdRise webpage, you can upload them directly to the NatureServe Facebook page, [www.facebook.com/natureserve](http://www.facebook.com/natureserve).

## Making It Count

Here are some optional ideas to help educate your community about conservation and to make your event leave a lasting impression.

1. Share the link to your LandScope map so hikers can access or make print outs a map of your route for each hiker, following the steps above.
2. Make a difference as you go—bring bags and gloves and pick up trash along your route.
3. Ask a local retailer to donate environmentally friendly tote bags that you can give out to each hiker to carry snacks, water, etc. Better yet, ask the retailer to donate the snacks and water, too!
4. Get biodegradable balloons donated or purchase them, and give one to each hiker at the start of the trail. Have each person take a sharpie marker and write a favorite place, memory, or reason for why they are hiking for conservation.
5. Have each person who participates sign a walking stick as a commemoration of your organization's event.
6. Print out a list of imperiled species in your area, and give copies to the hikers. Here's how:
  1. Go to [www.natureserve.org/explorer](http://www.natureserve.org/explorer).
  2. Select "Search—Plants and Animals" from the top menu.
  3. Click on the Location tab at the top of the search window, and click on U.S. Counties at the top. Select your state, then your county.
  4. Next, click on the Status tab at the top of the search window, and select "At Risk" from the list of commonly used status groups.
  5. Click on "Search Now" to see the list of imperiled plants and animals in your area.
  6. Click on the Download Species Data button (top / middle of the search results table) and choose Species Summary Report (PDF) to create your report and supply your email address and check the box to acknowledge license terms.

7. Find the email from NatureServe in your inbox and click the link to view or print the PDF report.
8. You can print copies for everyone attending your nature hike and pass them out before you start. Note that this list includes all imperiled species in your county, not just along the trail you will be taking.

### **Checklist: Before Your Event**

1. Decide on your meeting place.
2. Arrange transportation if necessary.
3. Pick a rain date in case of inclement weather.
4. Get your list of hikers together. You can have people sign up at a club meeting, and you can also tell who is attending based on who started their fundraising pages online.
5. Print out the map of your route on LandScope (see instructions above) and email to your club members.
6. Print out your list of imperiled species on NatureServe Explorer (see instructions above) and email to your club members.
7. Send out this reminder email 1 week ahead of time and again 1 day before:

Dear **[CLUB NAME]** members,

We're all excited about our ConservationWalks event. A few reminders:  
Meet at **[TIME]** on **[DAY]** at **[LOCATION]**. The hike will **[BRIEFLY DESCRIBE ROUTE-OPTIONAL LINK TO LANDSCOPE MAP]** and should end at approximately **[END TIME]**.

Wear appropriate clothing, especially shoes.

Bring water and snacks.

If it rains, we will have the event on **[RAIN DATE]**.

Bring any checks or cash donations with you and give them to me before the event starts.

Get more people to donate! So far we have raised **[AMOUNT RAISED]**. We need **[X DOLLARS]** more to reach our goal.

Contact me at **[CELL PHONE NUMBER]** or **[EMAIL]** if you have any questions.

Looking forward to seeing you all on **[EVENT DATE]**.

8. Bring extra water bottles and snacks for participants.
9. Bring an envelope to collect donations on the day of the event.
10. Bring trash bags and gloves so people can pick up any trash they see along the way.
11. Bring a notepad and pen so people can write down their email addresses, so that you can follow up with them and send out the photos afterwards.
12. Bring flashlights—just in case.
13. Bring some rain gear—just in case it starts to rain while you are out.
14. Designate one person to be the head of the hike (no one goes past this person) and one person to bring up the rear.
15. Designate a photographer and a videographer.

### **Checklist: During Your Event**

1. Arrive early. Keep your cell phone on in case people need to call with questions.
2. Right before the nature hike starts, gather everyone together at the start of the hiking trail to remind them why you are all there. Here is a sample script:

Thank you everyone for coming out today! All of us in the **[NAME OF YOUR CLUB]** are really excited to be here and see everyone participating. As of right now, we have raised **[AMOUNT RAISED]** for NatureServe! Thanks to everyone who contributed and got people to donate. If you still have donations to turn in, please bring them to me before we start.

Today's hike will last about **[TIME]** and we'll be going **[BRIEFLY DESCRIBE ROUTE]**. Use the buddy system, so make sure you have a partner. There are a few rules:

- Stay on the trail
- Keep track of your buddy
- Drink plenty of water
- **[NAME OF LEADER]** is the head of the hike. Don't go past **[HIM OR HER]**.
- Please be careful and don't run, trip, or fall. No injuries, please.

Now we'll do a head count **[HAVE EVERYONE COUNT OFF]**. I have a notepad here that I will pass around—everyone please write down your name, email, and phone number so we can send you pictures afterwards. And remember to

take lots of pictures! **[If you are picking up trash along the route, pass out the trash bags and gloves].** Does anyone have any questions? Let's go!

3. Take lots of photos and video.
4. Take frequent breaks so the group can catch up and stay together.
5. Each time you break, do a head count.
6. When you get back, do a head count.
7. Thank everybody for a great day!

### **Checklist: After Your Event**

1. Tally up all your donations. If you have any checks or cash, follow the instructions below to send them in to NatureServe.
2. Send out a "thank you" email to all participants and attach photos.
3. Hold a meeting for your club leadership to discuss what they liked about the event, and what they want to do differently next year. Email any feedback to [erin\\_chen@natureserve.org](mailto:erin_chen@natureserve.org).
4. Start planning now for next year! If your Captain this year was a senior, then the Co-Captain will be Captain next year. Have him or her select the date, map the route, and get moving.

### **How do we handle donations that are given to us?**

Instead of donating online through your fundraising webpage, some people may give you a check or ask you where they can send a check. Donors should make checks payable to: NatureServe, and checks should reference your name and the school name in the memo of the check.

Checks should be sent to:  
NatureServe  
Attn: Development Team  
4600 N. Fairfax Drive, 7<sup>th</sup> Floor  
Arlington, VA 22203

You can record all off-line donations on your online fundraising page, so that will count towards your total.

## **Sending in Donations**

- Take all cash donations to your local bank and request a cashier's check made out to NatureServe.
- The checks should be mailed at any US Post Office, to the address above, by using Priority Mail. Place your sealed manila envelope into the USPS special tear-proof Priority Mail envelope and specify "Registered Mail" and that it should be sent with a Return Signature and Hold for Pickup for your piece of mind that the donations arrive safely. This will insure that the envelope will be tracked.
- The cost for Priority Mail with the additional services designated above can be easily calculated on the USPS website and will depend on weight. In most cases across the country it should generally be less than \$10.00 which is also a deductible expense. There is no charge for the Priority Mail tear-proof envelopes.

## **Donation Receipts**

NatureServe will take care of sending each donor an acknowledgement letter, which they can use for tax purposes.

If you would like to send your own thank you letters to donors, you are more than welcome to. You can send out an electronic "thank you" through your online fundraising page, or you can send a nice note or card via mail.



## Sample Prospective Donor Letter

[DATE]

Dear [PROSPECTIVE DONOR NAME],

On [EVENT DATE] I will be hiking [EVENT LOCATION] with the [YOUR SCHOOL OR CLUB NAME] ConservationWalks Team to raise money for NatureServe, a non-profit organization (EIN # 52-188-4438) whose cause I am extremely passionate about.

The mission of NatureServe is to provide the scientific basis for effective conservation action, so that everyone making natural resource decisions—including governments, conservation organizations, corporations, landowners, and the scientific community—will take biodiversity into consideration as a means to better focus conservation actions and to more responsibly manage natural resources.

Through the dedicated work of more than 1,000 scientists, data managers, and other professionals in the NatureServe network, they collect and manage the Western hemisphere's most comprehensive resource for biodiversity data. The end result of these efforts will be the sustained health of our natural heritage, which supports prosperous human communities for the benefit of current and future generations.

I would like to ask you to consider making a donation today in the amount of **[AMOUNT YOU ARE REQUESTING]** to support my efforts, and to help NatureServe protect the diversity of life on Earth.

Donations can be made online at **[YOUR FUNDRAISING WEBPAGE]** or mailed to the address below (please put my name and my school name in the memo line):

NatureServe  
Attn: Development Team  
4600 N. Fairfax Drive, 7<sup>th</sup> Floor  
Arlington, VA 22203

We need your help to sustain the benefits we gain from a diverse and resilient natural world.

Thank you for all of your support!

Sincerely,

**[YOUR NAME]**  
**[YOUR CONTACT INFORMATION]**

## SAMPLE PRE-EVENT PRESS RELEASE

**[City, State—Date]** - On **[EVENT DATE]**, the **[CLUB NAME]** will be hiking **[EVENT LOCATION]** with ConservationWalks to raise money for NatureServe, a non-profit organization dedicated to providing the scientific basis for effective conservation action.

The group will begin the hike at **[START TIME]** and follow the **[TRAIL ROUTE]**. The hike will end at approximately **[END TIME]**. “This event provides us an important opportunity to not only raise funds for a cause we believe in, but also to educate the community about the importance of conserving our natural resources,” said [insert contact person and edit quotation as needed.]

Donations can be made online at **[YOUR FUNDRAISING WEBPAGE]** or mailed to the address below (please put school name in the memo line):

NatureServe  
Attn: Development Team  
4600 N. Fairfax Drive, 7<sup>th</sup> Floor  
Arlington, VA 22203

Those interested in joining the efforts should contact: **[YOUR CONTACT INFO]**. For more information about starting your own ConservationWalk event, contact Erin Chen at [erin\\_chen@natureserve.org](mailto:erin_chen@natureserve.org).

### About NatureServe

NatureServe is a nonprofit conservation organization dedicated to providing the scientific basis for effective conservation action and a member of the IUCN Red List Partnership. Through its network of more than 80 natural heritage programs and conservation data centers in the United States, Canada, and Latin America, NatureServe provides a unique body of detailed scientific information and conservation biodiversity expertise about the plants, animals, and ecosystems of the Americas. Learn more at [www.natureserve.org](http://www.natureserve.org).

## SAMPLE POST-EVENT PRESS RELEASE

**[City, State—Date]** - On **[EVENT DATE]**, the **[CLUB NAME]** hiked the **[EVENT LOCATION]** with ConservationWalks to raise money for NatureServe, a non-profit organization dedicated to providing the scientific basis for effective conservation action.

The group raised **[AMOUNT RAISED]** to support the cause. “The event was a huge success,” said **[CONTACT PERSON]**. “We had a great time, enjoyed the outdoors, and raised a lot of money for a great cause.” Donations can still be made online at **[YOUR FUNDRAISING WEBPAGE]** or mailed to the address below (please put school name in the memo line):

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