

The
Nature
Conservancy 

1815 North Lynn Street • Arlington, Virginia 22209

Mr. William A. Cravotta
9 3rd St.
Sayville, NY 11782-2120

Dear Mr. Cravotta,

A small tract of natural, untamed land -- filled with wildlife -- is being set aside for your safekeeping.

Your lot, about 285 square feet -- 19 feet long and 15 feet wide -- is about the size of most living rooms.

This property shelters rare and endangered wildlife and must be protected. Your Honorary Deed to this land is issued by The Nature Conservancy and conveys your rights of custody.

Your lot is located in the Albany Pine Bush Preserve in Albany County, New York. The Nature Conservancy owns and manages a total of 33,114 acres in New York.

Don't be surprised if you haven't heard of The Nature Conservancy. As the Washington Monthly magazine writes,

"While many other environmental groups are busy talking from their K Street offices, The Nature Conservancy is out with mud on its boots, snatching vital lands from the jaws of condominium developers."

TIME magazine says we're "conservation's best-kept secret . . . a results-oriented, international environmental organization with a long record of success."

And National Geographic calls us, "One of the youngest, least known, and most successful environmental groups in the United States . . . to rescue plants, animals and their habitats from extinction."

Our objective is simple -- save our planet's wildlife! But to save wildlife, we must save and preserve the land on which they live. So for the past 40 years -- through outright purchases, gifts or

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exchanges -- we've put together the largest private system of nature sanctuaries in the world.

More than 1,400 preserves, totaling 1.85 million acres, in the U.S. and Canada are now under our protection. As Frank Dunkle, the former head of the U.S. Fish and Wildlife Service puts it,

"While others have been out preaching conservation, (the Conservancy) has been practicing it."

Clearly, the time for empty talk is over. Homes for endangered plants, birds, and other animals around the world are vanishing at an alarming rate and, unless we act right now, these natural areas -- and the wildlife they shelter -- will be lost forever.

Scientists now estimate that we're losing three species each day and predict that within ten years, we'll be losing several hundred species each day.

But you can make a difference by accepting the Honorary Deed I've enclosed and taking symbolic custody of the plants and animals living on this small parcel of land.

Now don't misunderstand me. Your Deed doesn't transfer legal ownership of property. But it does acknowledge you as a guardian of the land and its wildlife.

The Nature Conservancy has the scientific tools and proven know-how to get things done. William Baker, President of the Chesapeake Bay Foundation says it best:

"The Nature Conservancy has developed the best programs, public or private, for identifying and protecting habitat for rare and endangered species nationwide. Because of its great success, it serves as a model for other organizations throughout the country."

Our approach produces tangible results. You can even measure our success in the number of acres and species protected.

Last year alone, we completed projects that protected 1.19 million acres. These properties shelter species officially recognized as endangered or

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threatened. Our approach is effective, straightforward and lasting. But it's not cheap.

To acquire new land, often we must outbid private interests. And for a nonprofit organization, this is a formidable task.

Your help is needed right now. You can make a positive difference and I want you as a member of The Nature Conservancy.

As a member, you'll be entitled to participate in local chapter activities, enjoy guided field trips, and tour Conservancy preserves.

- * Mr. Cravotta, our local field office in New York will invite you to its guided field trips and tours of Albany Pine Bush Preserve so you can see the value of your membership.

And you'll receive special invitations to visit the Conservancy's other preserves throughout the United States, Canada, and South America.

- * At Fox Bay Lodge, Alaska . . . you can see brown bears, caribou, and moose or watch whales, walrus, and endangered sea lions.
- * On Santa Cruz Island, California . . . you can explore forests, chaparral, volcanic peaks, and deserted beaches.
- * At Boreal Heritage Preserve, New York . . . visit one of the largest privately owned tracts of old growth forest in the East.
- * On Virginia Barrier Island, Virginia . . . with our Conservancy staff, you can experience the rich cultural and natural history of the wilderness.

You'll always be kept informed of how your membership is "working" even if you can't accept these special "members-only" invitations.

Every other month you'll receive Nature Conservancy magazine. In it, you'll find forty pages of spectacular full-color photography and stories that

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describe the wildlife and land your membership is helping to save.

And you'll also receive regular newsletters from your state's field office with progress reports and descriptions of their upcoming field trips and tours.

Please act today. Time is critical. According to the U.S. General Accounting Office, one-third of the 500 plant and animals on the federal endangered list are still on the decline and they warn:

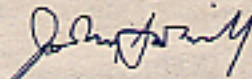
"... the Earth is nearing a stage of extinction of species unequalled since that of the age of dinosaurs."

We're working against the clock, and every day we delay, at least three unique forms of life disappear from the Earth -- forever!

Your introductory membership dues are only \$15 -- that's \$10 off the regular dues of \$25 -- for a full year of benefits. Of course, every additional dollar you can send will help us do that much more.

So please act today. The plants and animals living on our preserves need your support to survive.

Sincerely,



John C. Sawhill
President and Chief Executive
Officer

JS/pdl

P.S. In appreciation of your support, I'll send you the FREE GIFT shown on your acceptance form as soon as I receive your membership acceptance.