



2020 ANA VIRTUAL NONPROFIT CONFERENCE

AUGUST 5-6



#ANAnonprofit

Navigating Issues and Opportunities in the Mail

2020

Have you been forced to make changes to your carefully crafted mail plan?

- COVID-19 Global Pandemic
- Significant Civil Unrest
- Political Environment and Upcoming Election

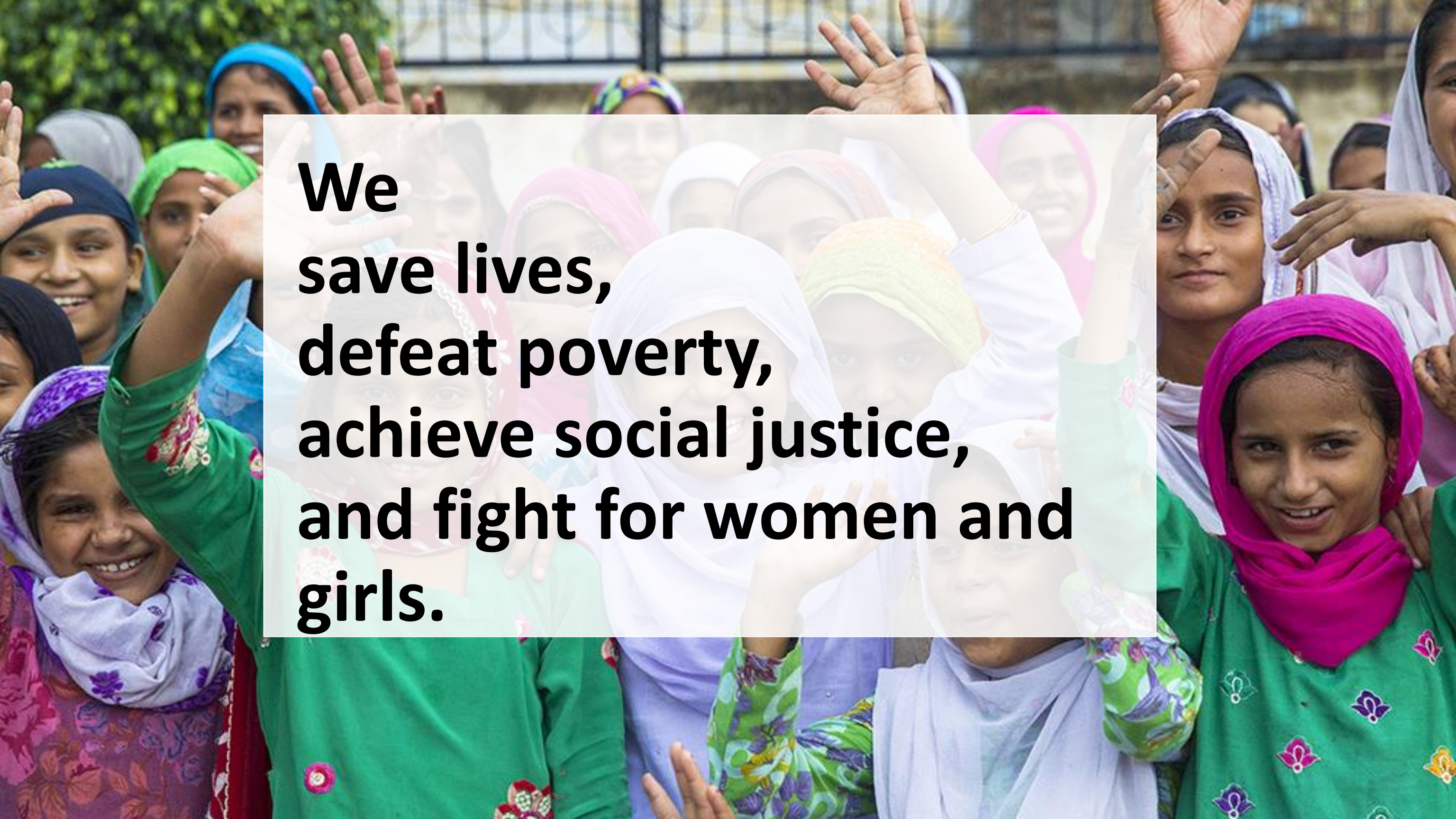


Angie C. Moore
Chief Individual Fundraising Officer
CARE

Angie.Moore@care.org







**We
save lives,
defeat poverty,
achieve social justice,
and fight for women and
girls.**



**Disaster
Response**



Food & Nutrition



Health



**Education &
Work**



Not Ever Crisis, Emergency, Issue is the Same



**Disaster
Response**



	Ongoing Crisis	Rapid Onset	Media Moments	COVID-19 & New Normal
Planning & Process Development	Monthly & Quarterly	Formal Activation Protocol In Place – Reviewed Annually	Rapid Turn Process	Monthly
Decision Making	Business As Usual	24 hours/ 7 days	Business Hours *	Business Hours
Strategy	Advanced Planning	0 – 11 Hours	0-11 Hours	Advanced Planning
Pivoting	N/A	0 – 11 Hours	0 – 11 Hours	“Always On”
Execution & In Market	As Scheduled	12 – 36 Hours	12 – 48 Hours	Ongoing



CARE's Activation Protocol

- ✓ **Two decision makers:** Head of all revenue & head of all humanitarian work
 - Scale of emergency
 - Scale of need
 - Financial shift to Restricted Fundraising
- ✓ One lead for **internal coordination** across fundraising and marketing to launch
- ✓ **In Market Requirements:**
 - Be in digital fundraising channels within 12 hours
 - If warranted, be in offline fundraising channels within 24-36 hours





How Do We Move Quickly

- ✓ **Agency Expectations**
 - Contracts include emergency clauses to expected turn-around times based on channel.
- ✓ **Streamlined Approvals**
 - Full, multi-week creative review by multiple parties converts to “immediate review” with 3 people (marketing, humanitarian, fundraising)
- ✓ **Inventory & Templates**
 - Emergency paper inventory is on-hand always for printing/production (templates & envelopes)
 - Digital templates are prepared ready for emergency copy to be dropped in
- ✓ **All Hands On Deck!**





February 3	US declares public health emergency
February 25	CDC says COVID-19 is heading toward pandemic status
March 10	CARE activates Emergency Protocol
March 11	WHO declares COVID-19 a pandemic
March 11	CARE sends 1 st fundraising email
March 12	CARE Facebook ads go live
March 13	Trump declares COVID-19 a National Emergency
March 16	Stand-alone direct mail appeal drops
March 17	CARE staff goes fully remote
March 20	Inserts into all acknowledgement mail

Coronavirus Could Wipe Out Whole Communities! Please Help!

Vulnerable families in the world's poorest countries already face hunger and violence on a daily basis. Now, the coronavirus pandemic has added a cruel new twist.

Without basic hygiene resources, mothers can't keep their children healthy. Without clean water, schools become danger zones instead of safe spaces to learn. And without proper sanitation, camps for refugees and displaced persons, like those in Syria, become breeding grounds for deadly disease.

But with your help, CARE can protect and save lives right now. Together with you, we can provide ...

- **Hygiene kits to help keep families from getting sick**
- **Hand-washing stations and soap to prevent the spread of disease**
- **Clean water to protect communities without access to adequate health care**

Give what you can today! Please visit care.org/coronavirus to help save lives!



Photo Credit: Josh Estey/CARE



151 Ellis Street NE
Atlanta, GA 30303-2440

Coronavirus will devastate already-vulnerable countries.

Help us save and protect lives before it's too late. We must act now!

[Mr. and Mrs. John Sampleperson]
[Newport One]
[21 Railroad Ave.]
[Duxbury, MA 02332]



FPO

March 16, 2020

Dear [Mr. and Mrs. John Sampleperson],

The spread of coronavirus (COVID-19) has unthinkable consequences in the places CARE works. There are far too many vulnerable people and far too few resources to fight a deadly virus like this.

Refugee camps like those in Syria and Bangladesh — where thousands of people live in close quarters and simply cannot practice social distancing — are at extreme risk. **We must act now.**

We know the best way to help people survive this pandemic is to keep the virus from spreading. That's why CARE is preparing for the worst in multiple countries by distributing hygiene kits and setting up hand-washing stations. And why we urgently need your help, right now.

[Mr. and Mrs. Sampleperson], we cannot wait to save lives. Your gift of [\$Ask1], [\$Ask2] or [\$Ask3] will enable CARE to:

- **Distribute 20,000 hygiene kits** that include soap, detergent and water containers
- **Install 10,000 hand-washing stations** in places like refugee camps, schools and markets
- **Educate children, teachers and community leaders** about proper hand-washing and sanitation
- **Support and protect our aid workers**, whose lives are also at risk

CORONAVIRUS: SAVING LIVES MUST START NOW

When coronavirus hits the poorest countries in the world — places already fighting famine, extreme poverty and deadly violence — it will be devastating. Healthcare systems are weak, and food supplies have been wiped out by natural disaster and human conflict in recent years. There is no question ...

(over, please)

151 Ellis Street NE • Atlanta, GA 30303-2440 • 1-800-422-7385 • care.org

Saving lives cannot wait. Give now.

My gift will provide critical necessities like hygiene kits and hand-washing stations to prepare for and respond to disease outbreaks that threaten millions of vulnerable lives.

- [\$Ask1]
- [\$Ask2]
- [\$Ask3]
- Other \$ _____

[Mr. and Mrs. John Sampleperson]
[Newport One]
[21 Railroad Ave.]
[Duxbury, MA 02332]



- I'd like to make my gift by credit card. *(see back)*
- I'd like to receive email updates. *(see back)*

Please make your check payable to **CARE** and return it in the envelope provided. Thank you!

Deliver lasting change at care.org/coronavirus



Biggest Priorities:

1. Planning Ahead
2. Fast-Track Process
3. Have Materials Ready
4. Clear Decision Making Approach



Vicky Barrett-Putnam
Senior Director, Donor Development & Acquisition Strategies
Sierra Club
Vicky.barrett-Putnam@sierraclub.org



Sierra Club

The Sierra Club is the most enduring and influential grassroots environmental organization in the United States. We amplify the power of our 3.8 million members and supporters to defend everyone's right to a healthy world. And have been doing so since 1892. Issues include:

- **Climate & Energy Solutions**
- **Lands, Water & Wildlife Protection**
- **People & Justice**

Vicky Barrett-Putnam

Senior Director, Donor Development & Acquisition Strategies

23 years at the Club

Directly Manages: Monthly Donors, Mid-Level Donors, Concierge Program, Major Donor Direct Marketing, Additional Gift Mail/Phone Appeals, Prospect Direct Mail, All Telemarketing, and a variety of other smaller Fundraising programs.



23 Years at the Club

- Bush/Gore Election
- 911 Terrorist Attack
- The Start of the Arrack War
- Enron
- Hurricane Katrina and several other natural disasters
- Housing Crises
- Collapse of the Stock Market
- Obama – First African American President
- Trump Election
- Covid 19 Crises

Just to name a few!



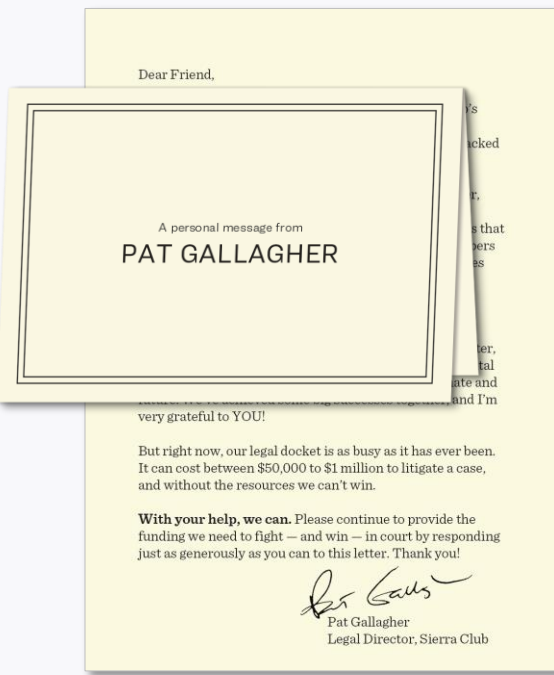
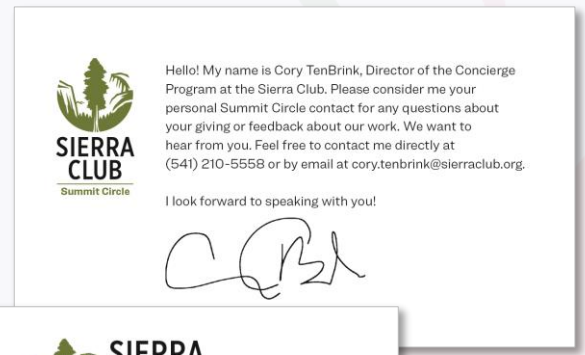
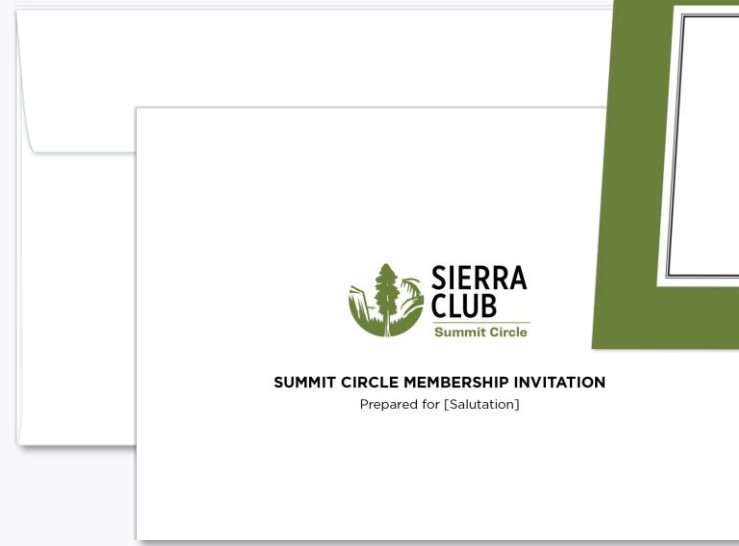
What I've Learned

- We are not CNN.
- We are not breaking news.
- When times are tuff – donors want the classics.

Let's go back to simpler times when I felt like I could make a difference.



May Summit Circle Environmental Law Program Match Grant Invitation



Non-Topical Notecards – Acquisition



SIERRA CLUB

Dear Friend of the Environment,

With the Trump administration targeting virtually every environmental protection possible, your support and commitment are needed now more than ever. The threats to our clean air, safe drinking water, wildlife, and wild places are mounting every day.

By joining your voice with 3.8 million Sierra Club supporters, we will be much stronger – together – in defending and preserving our nation's precious resources.

The enclosed Statement of Member Benefits outlines everything that awaits you when you become a Sierra Club member. Plus, to thank you for your support of the nation's largest and most effective grassroots movement, you can select from three special gifts:

- **Exploration Daypack**, lightweight and roomy, featuring a Sierra Club emblem, or
- **Tactical LED Flashlight**, high-powered, impact-resistant with six lighting modes, and the Sierra Club emblem, or
- **Trail Cooler Tote**, with carrying strap and sewn-in Sierra Club emblem.

You'll also receive many important benefits, including a one-year subscription to our award-winning *Sierra* magazine and membership in your local Sierra Club chapter to put your support right to work in your community.

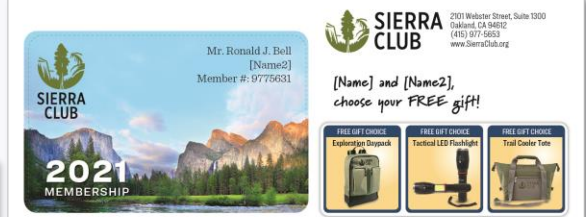
You'll be on the front lines of our crucial environmental work protecting our nation's imperiled species, preserving our environment, pressing for new national parks and monuments, fighting for a clean- and green-energy future, and putting economic and legal pressure on polluting corporations.

If you believe America's public lands are held in "public trust" for and by all Americans... if you believe all of us should enjoy the great outdoors and come together to share experiences... if you believe our wildlife and wildlands face threats from mining, drilling, and climate disruption... then you belong in the Sierra Club. Working together, our members and supporters have achieved an impressive track record of accomplishments:

- Protecting over six million acres of federal land in the last four years.
- Closing over 300 coal-burning power plants, America's largest polluters.
- Defending the first-ever federal controls on methane emissions (84 times more dangerous than CO₂) from oil and gas wells to protect communities and the climate.
- Stopping the Keystone XL pipeline to keep toxic tar-sands oil in the ground.

(over, please)

2101 Webster Street, Suite 1300 • Oakland, CA 94612 • 415-977-5500 • www.SierraClub.org



BENEFIT DESCRIPTION	AMOUNT
<input checked="" type="checkbox"/> FULL YEAR MEMBERSHIP 12-month, reduced-rate membership in the nation's largest and most effective grassroots movement.	\$35 \$15
<input checked="" type="checkbox"/> CHOICE OF A FREE SIERRA CLUB GIFT Exploration Daypack, Tactical LED Flashlight, or Trail Cooler Tote.	FREE
<input checked="" type="checkbox"/> ONE YEAR OF SIERRA MAGAZINE One-year subscription to our award-winning magazine, your guide for exploring, enjoying, and protecting the planet.	FREE
<input checked="" type="checkbox"/> MEMBERS-ONLY WORLDWIDE OUTDOOR OUTINGS Available exclusively to members, Sierra Club Outings provide opportunities to personally experience the natural world.	BONUS
<input checked="" type="checkbox"/> MEMBERSHIP IN YOUR LOCAL CHAPTER Meet others in your community who share your commitment to being a champion for the environment.	INCLUDED
<input checked="" type="checkbox"/> SIERRA CLUB MERCHANDISE DISCOUNTS The Sierra Club Store offers calendars, apparel, gifts, and more. Show your support and inspire others to explore, enjoy, and protect the planet.	BONUS
<input checked="" type="checkbox"/> NOTECARDS AND ENVELOPES Five notecards featuring America's pristine wildlife and wildlands.	ENCLOSED
<input checked="" type="checkbox"/> SIERRA CLUB ONLINE Access related information through www.SierraClub.org.	FREE
<input checked="" type="checkbox"/> MAKING YOUR VOICE HEARD Add your voice to the 3.8 million Sierra Club members and supporters committed to protecting America's wildlife and wildlands.	BONUS

CHOOSE YOUR FREE GIFT WHEN YOU BECOME A SIERRA CLUB MEMBER

TRAIL COOLER TOTE

In sage green and gray, this cooler tote is your "go-to" companion. Our insulated cooler features short carrying handles and a shoulder strap, both with padded Velcro grips, as well as an exterior zippered pocket. The full-zipper top opens to a leak-resistant thermal-lined spacious interior. Measures 12-1/2" H x 10-1/2" W x 6-1/2" D fully open and folds flat for compact storage.

TACTICAL LED FLASHLIGHT

A high-powered LED flashlight with a tactical head, adjustable focus, and six lighting modes – high, mid, low, strobe, SOS, and a retractable SW COB side lantern. This durable, impact-resistant aluminum alloy flashlight has a magnetic base for hands-free use, anti-slip grip, and tether strap. XML-T6 LED bulb, 320 lumen max. 1-1/3" W x 6" H (7-1/4" fully open). Three AAA batteries included.

Supplies are limited. JOIN TODAY!

EXPLORATION DAYPACK

This spacious daypack comes in dark sage green with the Sierra Club logo and is ideal for any outing! It measures 12" W x 16" H x 6" D and features a full-zippered main compartment, padded adjustable shoulder straps, carrying handle, and two gusseted zippered front pockets – perfect for water bottle storage.



June 'Sequoia' – Fund Appeal



2101 Webster Street, Suite 1300
Oakland, CA 94612-3011
www.SierraClub.org

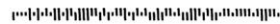
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SIERRA CLUB



Will this be your
LAST CHANCE
to hug a giant sequoia?

PETITION TO SAVE THE SEQUOIA ENCLOSED FOR:

Mr. Ronald J. Bell
MarkeTeam, LLC
600 Northpark Town Center, Suite 1600
1200 Abernathy Road NE
Atlanta, GA 30328



Giant sequoia (*Sequoiadendron giganteum*):

THE TREES THAT GREW A MOVEMENT



Sierra Club co-founder John Muir found beauty everywhere in nature. But few natural wonders inspired him like sequoia trees. He wrote:

"The Big Tree (Sequoiadendron giganteum) is Nature's forest masterpiece, and, so far as I know, the greatest of living things. It belongs to an ancient stock, as its remains in old rocks show, and has a strange air of other days about it, a thoroughbred look inherited from the long ago — the auld lang syne of trees..."

If John Muir had only been a writer, his words would still resonate with us. Thankfully, he was much more. He was also an activist and leader, and through his words and deeds he helped create the environmental movement as we know it today.

It's easy to understand why so many have been fascinated by sequoia trees. In fact, the same things still inspire us:

- Sequoias are among the world's largest and oldest living organisms.
- One sequoia tree can weigh over 6,000 tons and have as many as two billion leaves.
- Sequoia trees never stop growing for as long as they are alive.
- They are natural wonders of the world and only grow in the western United States.
- As long as each sequoia produces just one adult offspring in its thousands-years-long lifespan, they can persist.

Or can they? Sequoia trees have survived every natural disaster known to human experience, but it remains to be seen whether they can survive the impacts of the climate crisis.

If John Muir were here today, to see that his beloved sequoia trees were facing such urgent threats, he would surely be saddened. But he would also be motivated to action, for he believed that just as human hands could destroy nature's wonders, so our human efforts could save our most beautiful and treasured places... as long as we acted wisely.



John Muir, President Theodore Roosevelt, and party at the Gifford Giant (1903)



Connected to us all: What sequoia trees mean to us now

Today, you can visit where sequoia trees grow and marvel at some of the same extraordinary specimens that inspired America's early conservationists more than a century ago.

In fact, the oldest sequoia trees have lived for thousands of years. They are connected — not only to our history, but also to the history and culture of Native American peoples who have lived among them for generations.

But now we face the possibility that the groves that have lived for thousands of years may begin falling in our lifetimes. Sequoias were recognized, threats connected to our

service, "Development had giant sequoia ecosystem — and processes that shaped

rapidly accelerated the at least 28 sequoia trees are rrs, and as climate-driven tive insects to drought, the ease.

" says Christy Brigham, chief science at Sequoia and Kings very concerning for what it

majestic sequoia trees begin for us all:

that share their ecosystem: onal Parks are home to more ding mountain lions, bears, avers, snakes, deer, turtles, a National Park alone provides ndered species: the California or.

and the places where sequoia been studying these trees at as the trees adapt to less carbon dioxide from own survival adaptation, gulating carbon levels, and in ate crisis!

at gift to the Sierra Club today to support our efforts to defend sequoia trees ke our nation and our planet healthier and more sustainable.



2101 Webster Street, Suite 1300
Oakland, CA 94612
www.SierraClub.org

Recycle this and printed with vegetable-based inks on recycled paper.

As some of the oldest, largest, and densest trees in the world, sequoia trees are among our best defenses against the climate crisis. One study of a particularly large sequoia showed it stored as much carbon in just one tree as a human being produces in their lifetime.

In short, we should be planting more sequoia trees and doing all we can to save those that are left. That includes taking critical and urgent action to find solutions to the climate crisis.

Saving sequoia trees: Saving ourselves

In recent years, many of the Trump administration's actions seem foolhardy, indeed: from stifling climate science within the federal government and withdrawing from the Paris Climate Agreement, to pursuing the expansion of fossil fuel development and advocating for oil and gas drilling in the Arctic National Wildlife Refuge and other public lands and waters.

Fortunately, the actions of this administration have been countered at every turn through the dedication and resolute commitment of the Sierra Club and our members. Your support has helped drive state actions, community efforts to mitigate the impacts of the climate crisis, and more. Your gift today will be an investment in:

- Defending America's national parks, national monuments, wildlife reserves, and other public lands from irresponsible development.
- Defending the integrity of the sequoia ecosystem and watershed from any efforts to drill or deforest.
- Working with Nancy Pelosi and other allies in Congress to push this nation toward green energy and to achieve lasting legislative climate solutions.
- Continuing to grow, energize, and mobilize the environmental movement.
- Making the climate crisis, and the required solutions, part of the national conversation in this election year.
- Rallying all Americans to understand the dangers to sequoia trees and the impact of the climate crisis.
- Funding and supporting climate programs — including programs to mitigate the impact of the climate crisis — at the state and local levels.
- Encouraging all Americans to experience enjoyable, responsible, and inspirational recreation.



Dear [Salutation],

They inspired Sierra Club founder John Muir. And I imagine they inspire you, too.

As a member of the Sierra Club, you clearly appreciate and value one of nature's most majestic creatures — **giant sequoia trees**.

I remember the first time I saw them, they almost took my breath away. I craned my neck in awe to see their magnificent trunks reaching up into the sky. The oldest sequoias have lived for more than 3,000 years. For generations, families have visited Sequoia National Park to see trees that are older than modern civilization.

We thought they would stand forever. We hoped they would be there for our grandchildren, and their grandchildren, to admire. But the trees we thought could withstand anything are at risk from the one thing nature wasn't prepared for: the climate crisis.

Tiny bark beetles that couldn't damage healthy sequoias are now starting to kill these drought weakened monarchs. Multi-year droughts brought on by the climate crisis are becoming so severe that even the sequoias' massive roots can't always find enough water.

Park rangers have counted at least 28 dead sequoia trees — their dead, spent needles dropping to the forest floor. These once-majestic trees now stand sadly as darkened, dead silhouettes against the sky. Soon, there could be many more.

I know you're as horrified as I am to think of majestic sequoia trees facing such a fate. But we remember our history, and our legacy. We remember that John Muir's inspiration led him to help create the American conservation movement as we know it.

[Salutation], we know that today, we have the power to advance this movement and find solutions to this crisis — if we act urgently. That's why I'm asking you to take two critical actions today:

1. Please sign the enclosed petition urging Speaker of the House Nancy Pelosi to push Congress into action to find climate solutions and protect America's air, water, and iconic natural treasures like the giant sequoias.
2. When you return your signed petition, please include a contribution of [Ask1], [Ask2], or perhaps a most generous gift of [Ask3] to ensure the Sierra Club has the necessary resources as we fight to protect our national and natural treasures.

I'm sure you're well acquainted with sequoia trees and what they have meant to the Sierra Club throughout our long and proud history. As you know, there is even a giant sequoia in our logo!

(over, please)

2101 Webster Street, Suite 1300 • Oakland, CA 94612 • 415-977-5500 • www.SierraClub.org



Today sequoia trees, which have lived for 3,000 years and more, are dying — tragic victims of the climate crisis. If they are dying, what hope is there for us? There is still time to find solutions to the climate crisis, but we must act now. We need you and your colleagues in Congress to lead the way.

I urge you to move quickly to protect our public lands and waters, conserve wildlife and wildlands, and move this nation to a safe and sustainable clean energy future, for the sake of sequoia trees and future generations.

Sincerely,

Mr. and Mrs. Ronald J. Bell
Atlanta, GA

[SOURCE] [SEGMENT] [ID]

SIERRA CLUB

THE SEQUOIA!

FROM: Mr. Ronald J. Bell
MarkeTeam, LLC
600 Northpark Town Center, Suite 1600
1200 Abernathy Road NE
Atlanta, GA 30328

[SOURCE] [SEGMENT] [ID]

natural treasures threatened by the climate crisis. se Nancy Pelosi to do everything possible to achieve Sierra Club's efforts. I am enclosing a contribution

\$ _____

Visa MasterCard AMEX

Expiration Date: _____

club.org/SaveSequoia

deductible; they support our effective, citizen-based we \$15.00. Dues include \$7.50 for your subscription to

Sierra Club membership. If you do not wish to become a

[SOURCE] [SEGMENT] [ID]

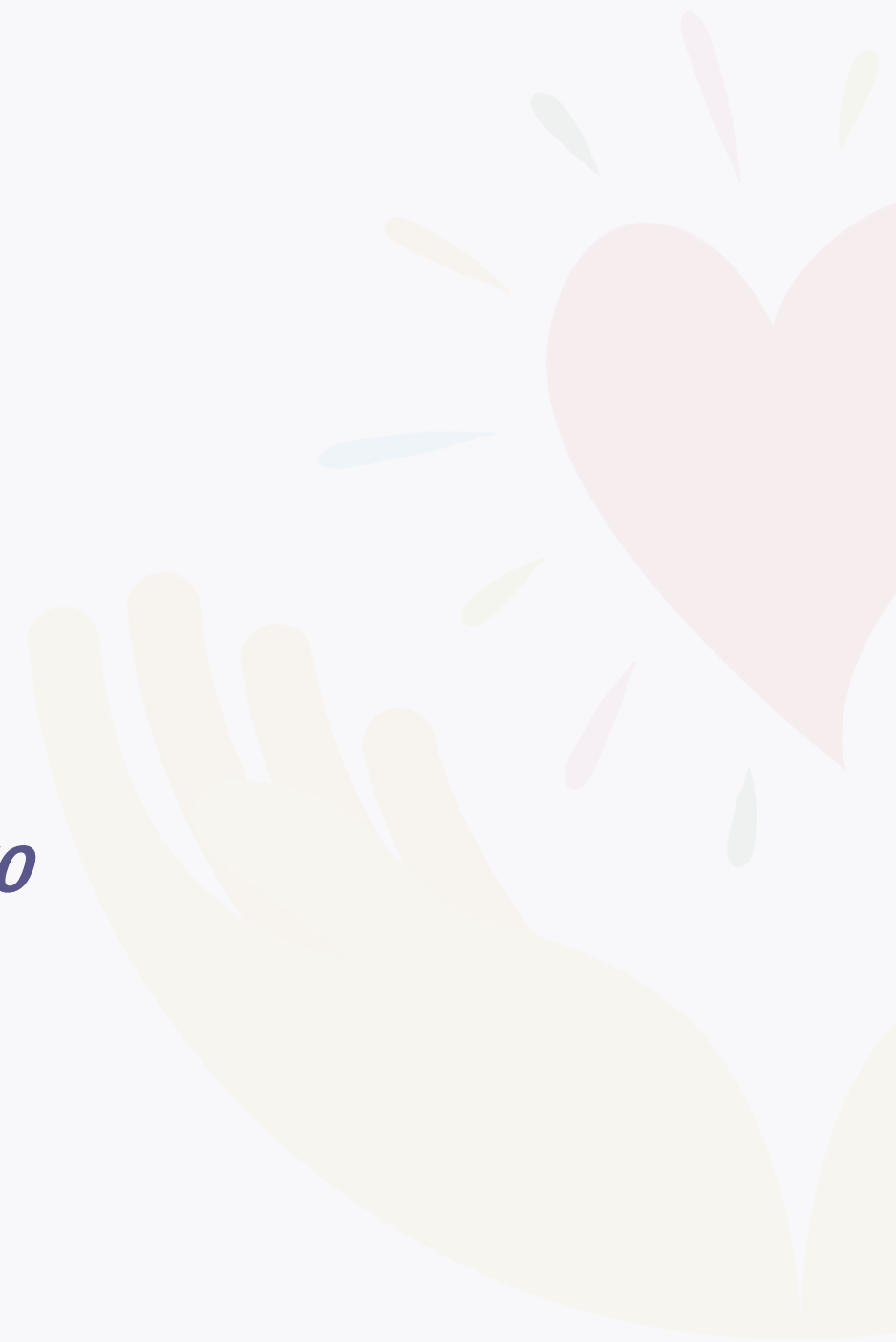
Sierra Club will deliver the signed petition on your behalf. Thank you.

ANCY PELOSI,
SE OF REPRESENTATIVES

And if you are going to “Talk” about it . . .

- No added on buck slips.
- No last minute paragraph.
- Actually talk about it.
- Tell them details of what your organization is actually doing.

They already know about the crisis. They do not need you to “educated” them.



June 'SHAME' – Fund Appeal



2101 Webster Street, Suite 1300
Oakland, CA 94612-3011
www.SierraClub.org

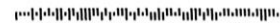
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SIERRA CLUB

SHAME

While you've been coping with COVID-19, the Trump administration has been gutting environmental safeguards.

PETITION ENCLOSED FOR:

Mr. Ronald J. Bell
MarkeTeam, LLC
600 Northpark Town Center, Suite 1600
1200 Abernathy Road NE
Atlanta, GA 30328



THEY
THOUGHT
YOU
WOULDN'T
NOTICE...



10 ways the Trump administration used the COVID-19 crisis to make you less safe.

1 EPA (wink, wink) Lets Polluters Police Themselves.

While Americans were hunkered down in self-isolation, the EPA announced a freeze on enforcing environmental regulations, using the crisis as their excuse. In abdicating their responsibility as the nation's environmental police, the Agency put old, antiquated, dirty factories, power plants, and other major polluters in charge of determining whether they believe the coronavirus will prevent them from meeting legal requirements on air and water pollution and hazardous waste management. In turn, the EPA announced that they do "not expect to seek penalties for violations of pollution monitoring and reporting."

2 Allowing More Carbon Emissions from Cars.

In yet another swipe against the Obama administration's significant achievements, the Trump administration put Corporate Average Fuel Economy standards into reverse. The Trump administration's rollback reduces current goals from annual 5% improvements to a mere 1.5%, though even that dangerously low level is likely illusory, allowing vehicles to emit nearly a billion tons more carbon dioxide over the lifetime of the cars than they would have under the Obama standards.

3 Weakening Mercury and Air Toxics Standards.

During the initial stages of the COVID-19 pandemic, EPA Administrator and former coal lobbyist shill Andrew Wheeler announced his final plan to undermine the basis of the Mercury and Air Toxics Standards (MATS) rule, which limited hazardous pollution from coal- and oil-fired power plants, targeting

pollutants like mercury, arsenic, hydrochloric acid, and a variety of other pollutants that are especially harmful to infants, pregnant women, and the elderly. Even the EPA estimates that MATS protections would prevent up to 11,000 premature deaths and more than 130,000 asthma and heart attacks each year, but that didn't prevent them from finding another way to make our communities less safe.

4 More Giveaways to Big Oil.

Although the COVID-19 crisis has triggered one of the steepest drops in oil prices, Trump's energy cheerleaders went ahead with oil auctions that raised \$93 million by selling the right to drill on nearly 400,000 offshore acres in the Gulf of Mexico. At the same time, the Bureau of Land Management is proceeding with its plan to conduct similar auctions in Colorado, Montana, Nevada, New Mexico, Utah, Wyoming, and the Dakotas. Any oil produced from these leases will contribute to the climate crisis and lead to more respiratory problems.

5 Even More Giveaways to Big Oil.

While the economy was in a nosedive due to the COVID-19 crisis, Senate Republicans tried to convert monies for struggling Americans into more cash for their buddies in the oil industry. In the GOP's draft version, the Energy Department would receive \$3 billion to purchase oil from U.S. companies, despite the fact that petroleum usage has significantly declined and would not be needed later. Giving money our nation does not have for oil it does not need makes perfect sense... if you are a struggling oil company rather than a struggling American family.

6 Replacing Obama's Clean Power Plan.

Trump's dirty energy rule replaces President Obama's planned reduction of carbon emissions and dangerous particulate matter from coal plants that are accelerating the climate crisis. Trump's sham plan will clearly increase levels of destructive greenhouse gasses by allowing dirty, fossil-fuel-burning utility companies to

is, even if that involves doing nothing and more carbon emissions. the carbon emissions. The Affordable also abandons the regulation of nitrogen dioxide, which contributes problems such as permanent lung ding to the EPA's own analysis, the e would lead to approximately 1,400 hs per year.

Clean Water Act.

the discharge of deadly or dangerous rial chemicals, and other poisons into pond upon for drinking and sanitation. hand, the EPA has published a final an Water Act with the Navigable h now narrowly defines which waters rollback, nearly half of our nation's otections, leaving them vulnerable to velopment, and agriculture runoff of er harmful chemicals.

8 Striking Down Safeguards Against Coal Ash.

Last November, the EPA rolled back the Obama 2015 Coal Ash Rule, which limited contamination from the 737 unlined pond and landfill toxic coal ash sites in the United States. Weakening these standards is a horrific idea — coal ash contains toxic substances like arsenic, lead, mercury, and selenium that cause birth defects, cancer, and damage to every major organ system. This ruling also leaves the expensive and hazardous clean-up to communities rather than the polluters. Although the rollbacks began before the pandemic, this one ruling will exacerbate respiratory conditions that make people more susceptible to coronavirus.

9 Nixing NEPA.

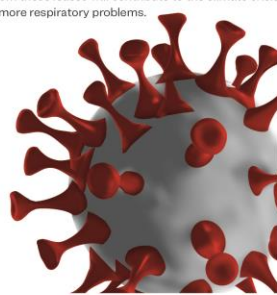
For 50 years, the National Environmental Policy Act has been our nation's cornerstone environmental law, requiring federal agencies to consider the environmental impacts of major projects, such as power plants, pipelines, dams, or highways before work can be approved. Instead, the Trump administration has significantly narrowed the scope of projects that apply, gutted the provision that required reviewers to consider the cumulative effects of a project, and constrained the range of reasonable alternatives. Neutering NEPA is seen as the administration's way to get around pesky legal objections to their fondness for greenlighting more pipelines like the dangerous and dirty Keystone XL.

10 Silencing Scientists.

It's no secret the Trump administration likes science and scientists even less than they like oversight. The EPA now limits which scientific studies they will use when writing or revising public health rules. Although the EPA claims it is increasing transparency, the requirement for data publication favors biased industry studies over objective scientific research that cannot divulge proprietary data or breach confidentiality agreements.



2101 Webster Street, Suite 1300 • Oakland, CA 94612
www.SierraClub.org



Dear [Salutation],

What kind of cowards would hide behind the COVID-19 pandemic, using it as a smokescreen to kill environmental regulations designed to keep our communities and natural environment safe?

You guessed it — the same administration that has gutted more than 90 environmental rules and regulations since our climate-change-denier-in-chief moved into the White House.

According to the *New York Times*, employees at federal agencies, including the Environmental Protection Agency and Department of the Interior, have been instructed to accelerate their already "aggressive timeline" to dismantle critical health and environmental protections while Americans are distracted by the pandemic.

Their goal is to continue Trump's obsession with undoing every advance President Obama made to protect our environment or address the climate crisis.

They're moving as quickly as possible to turn more of our irreplaceable natural resources into pollution profits that will speed the climate crisis closer to the point of no return.

And they're working night and day to wrap up their dirty work so their actions cannot be undone if they lose the White House or Senate in November.

Because every minute matters to them, we need to make every minute matter for us, too.

To help the Sierra Club respond as quickly and as forcefully as possible, I am asking for your most urgent support. [Salutation], I hope you can help the Sierra Club push back with as much force as we can muster by taking two critical actions today:

1. Please sign the enclosed petition urging Speaker of the House Nancy Pelosi to fight the Trump administration's rush to roll back public health and environmental standards by pursuing aggressive oversight and advancing legislation to preserve critical air, water, land, and wildlife protection standards.
2. And when you return your signed petition, please include a contribution of [Ask1], [Ask2], or perhaps a most generous gift of [Ask3] to ensure the Sierra Club has the necessary resources as we fight to protect our natural splendor and the health of our children and our communities.

Ever since President "*climate change is a Chinese hoax*" took office, he has put his selfish, personal interests above those of the American people at virtually every turn.

(over, please)

2101 Webster Street, Suite 1300 • Oakland, CA 94612 • 415-977-5500 • www.SierraClub.org

NCY PELOSI SPEAKER OF THE U.S. HOUSE OF REPRESENTATIVES

While the nation has watched our President bungle his response to the coronavirus crisis, his administration has been working behind the scenes dismantling as many environmental regulations and safeguards as possible so his friends in the fossil fuel industry can reap more profits while accelerating the climate crisis. As an environmental champion, I urge you to do everything in your power to fight the Trump administration's rush to roll back public health and environmental standards by pursuing aggressive oversight and advancing legislation to preserve critical air, water, land, and wildlife protection standards.

Sincerely,



Mr. and Mrs. Ronald J. Bell
Atlanta, GA

!SOURCE!SEGMENT! !ID!

RRA
B

MENTAL SAFEGUARDS!

Mr. Ronald J. Bell
MarkeTeam, LLC
600 Northpark Town Center, Suite 1600
1200 Abernathy Road NE
Atlanta, GA 30328

!SOURCE!SEGMENT! !ID!

the Trump administration to gut environmental a Club's response, I have signed my petition onmental safeguards and ensure that the lub's efforts, I am enclosing a contribution in the

Visa MasterCard AMEX

Expiration Date: _____

b.org/SHAME

ctible; they support our effective, citizen-based 15.00. Dues include \$7.50 for your subscription to

Club membership. If you do not wish to become a

!SOURCE!SEGMENT! !ID!

will deliver the signed petition on your behalf. Thank you.

May Sierra Club Political Action Committee

SIERRA CLUB POLITICAL COMMITTEE
2101 Webster Street, Suite 1300
Oakland, CA 94612

"The badly flawed Paris Climate Agreement protects the polluters, hurts Americans, and cost a fortune. NOT ON MY WATCH!"

Donald Trump, President

"The Clean Power Plan was all about that – was hamstringing energy in this country, raising the cost of utility rates for working families across this country..."

Mike Pence, Vice President



"The Green New Deal is an absurdly expensive and unserious policy proposal, and the underlying problem is that it seeks to give the federal government more control over the American people, attempting to dictate the kind of house you live in, the kind of car you drive, the type of job you have, and the way you live your life..."

Sen. Thom Tillis, North Carolina

"Perhaps we could use a little bit of that good old Global Warming that our country, but not other countries, was going to pay TRILLIONS OF DOLLARS to protect against. Bundle up!"

Donald Trump, President

"The AI Gores of the world are coming to an end."

Rep. David Schweikert, Arizona

THESE ARE THE CLIMATE DENIERS WE FACE IN THE 2020 ELECTIONS...

"Global warming is simply a chicken-little scheme to use mass media and government propaganda to convince the world that destruction of individual liberties and national sovereignty is necessary to save mankind, and that the unwashed masses would destroy themselves without the enlightened global dictatorship of these frauds."

Rep. John Carter, Texas

"I mean no offense to the global warming prophets of doom, but I welcome more offshore energy exploration and want to see it move ahead quickly."

Rep. Devin Nunes, California

Mr. Ronald J. Bell
MarketTeam, LLC
800 Northpark Town Center, Suite 1600
1200 Abernathy Road NE
Atlanta, GA 30328



EVERY VOTE & EVERY DOLLAR COUNTS

YOUR GIFT OF
\$25

Provides 50 bumper stickers to spread the word.

YOUR GIFT OF
\$50

Helps us contact 130 voters, which could make a difference in a close election.

YOUR GIFT OF
\$100

Supplies 250 flyers OR 1,000 buttons to organizers and volunteers.

YOUR GIFT OF
\$200

Contributes to our pool to support endorsed candidates with direct contributions.

YOUR GIFT OF
\$500

Helps us reach members in a state or local race using peer-to-peer tools.

YOUR GIFT OF
\$1,000

Puts 12 activists to work reaching households with critical messaging and encouragement to vote.

YOUR GIFT OF
\$5,000

Allows us to deploy a Sierra Club staffer for the last month of the election, contacting members and other voters in a swing district. We will deploy staff either in-person or remotely to campaigns depending on the dynamics on the ground in the fall.



First Name,
Thank you for your previous support for the Sierra Club's crucial actions. I hope we can continue to count on you during this critical 2020 election year!

Dear [Salutation],

During this time of unprecedented concern, I want the COVID-19 crisis safely with your loved ones. Although has now been changed, one thing remains the same – we, environmental champions up and down the ballot this No

While none of us can look that far in the future, I imagine getting out the vote during this time of social isolation will be more difficult. For that reason, it is essential that we generate as much funding as possible now so we are prepared for any eventuality.

Because as uncertain as these times have become, we can be certain that winning this election is the only thing that will stop another four years of environmental sabotage.

I don't know about you, but I can't watch Trump pour more gasoline on the climate crisis, bringing us closer to the point of no return with policies that dump more carbon into the air. I can't watch him gut more regulations that were making our air and water and communities safer. And I can't watch him open more of our fragile public lands to the dirty energy industries.

Those actions already had impassioned environmentalists shouting, YOU'RE FIRED!

But watching his COVID-19 response has shown that Trump is more inept and more opportunistically dishonest than we could have imagined. While he has been busy downplaying the scope of the crisis, delaying aid to our brave first-responders in hospitals across the country, and ignoring science...

...his administration has been using the crisis as a smokescreen to accelerate their attacks on the environment, "temporarily" suspending EPA enforcement of critical environment safeguards...and replacing President Obama's carbon-cutting CAFE standards with the "Trojan Horse" Safer Affordable Fuel-Efficient (SAFE) Vehicles rule that will spew an additional 1.5 billion metric tons of greenhouse gas emissions into the air.

That kind of profiteering makes me more determined to elect environmentalists ready to tackle the climate crisis and protect our agenda the same afternoon they are sworn in.

[Salutation], to ensure that we can raise as much funding as possible, I am asking you to give as generously as you have ever given to support the Sierra Club Political Committee with a gift of [SASK1], [SASK2], or even a most generous gift of [SASK3] to support our efforts to win back the White House, defend the House, flip the Senate, and elect environmental champions up and down the ballot.

(over, please)

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TEN WHO MUST WIN

The Sierra Club needs YOUR HELP to elect pro-environment candidates like these in November

✓ **Mark Kelly**
U.S. Senate, Arizona

As an astronaut, Mark Kelly understands the science, data, and facts about climate change. He knows the climate crisis affects our economy, environment, and health, and puts access to clean water at risk. Mark Kelly wants to invest in the development of technologies that make renewable energy more affordable and transition to a renewable economy.

"The impact of climate change – the scars that it's leaving on our planet – is visible from above, too."

✓ **Rep. Xochitl Torres Small**
New Mexico's 2nd District

As a previous water rights attorney, Rep. Torres Small understands the need to plan and secure clean water in New Mexico. During her time in Congress, she has worked to improve water management through investments in water infrastructure, as well as opposing Trump's wall and introducing the Chaco Cultural Heritage Area Protection Act, S. 1079, a bill to withdraw the federal lands around Chaco Canyon from further mineral development.

✓ **Rep. Matt Cartwright**
Pennsylvania's 8th District

Rep. Cartwright has a strong environmental voting record. He understands that we need to protect our national forests and national monuments. He has been a leader on legislation to hold polluters accountable clean up pollutant sites, and ensure safe drinking water.

"The damaging effects of climate change and extreme weather are becoming more apparent, not just on our coasts, but all across our nation."

✓ **Rep. Lauren Underwood**
Illinois' 14th District

Rep. Underwood understands the need to protect and responsibly fund the Environmental Protection Agency. She understands how important it is to have environmental protections in our court that make sure communities have access to clean water and she understands the need for strong safeguards for polluters that harm our environment and our health.

"The Trump administration has cut the EPA budget by over a in the last year, and that is unacceptable."

✓ **Rep. Mitch McConnell**
U.S. Senate, Kentucky

Rep. McConnell clearly doesn't take the climate crisis seriously, calling the Green New Deal "silly" and "nonsensical." With McConnell running the Senate, passing key pieces of environmental legislation is nearly impossible. A stack of House-passed environmental public lands, and drama bills are gathering dust on his desk as he loses the president's backing, confirming a vast number of anti-environment nominees to judicial and government positions where they can continue to work on behalf of fossil fuel companies.

✓ **Rep. Martha McSally**
U.S. Senate, Arizona

Martha McSally is a climate denier who says there is no connection between fossil fuel emissions and global warming. Even worse, she wants the government to sit on its hands when it comes to protecting the environment. Not only does she not support government funding for the development of clean energy, but she also doesn't support reducing greenhouse gas emissions. The fossil fuel industry has donated hundreds of thousands of dollars to ensure that she votes for their agenda.

✓ **Sen. Ed Markey**
U.S. Senate, Massachusetts

Sen. Ed Markey is a climate champion. Throughout his time in the House, and now as a Senator, Markey has been a strong advocate for clean energy and climate solutions. Markey introduced the Green Deal in the Senate and wrote laws that improve fuel economy efficiency. He is a longtime leader on protecting the National Wildlife Refuge, blocking offshore drilling, and promoting clean air, water, and the environment. Simply put, he is the partner we have ever had.

"We are seeing the dramatic effects of the climate crisis ever with floods, hurricanes, wildfires, and rising seas all warning us we fail to act. We cannot afford... business as usual, where fossil fuel companies get to play by their own rules."

✓ **Sen. Cory Gardner**
U.S. Senate, Colorado

With a voting record like Cory Gardner's, it's pretty easy to see why we must defeat this anti-environmental candidate. Gardner has voted for border wall funding and against protecting the Arctic National Wildlife Refuge, and is currently blocking two Colorado public lands bills that have passed the House. As a member of the Energy and Natural Resources Committee, he has been at the forefront of halting policies to help our planet.

"I believe the climate is changing, but I disagree to the extent that's been in the news that man is changing..."

✓ **Sen. Thom Tillis**
U.S. Senate, North Carolina

Thom Tillis doesn't believe in taking the actions necessary to combat the climate crisis. He urged Trump to pull out of the Paris Climate Accord. Tillis has been a guaranteed vote in confirming Trump's anti-environmental cabinet nominees and judges. Tillis was happy to vote for lifetime appointments for anti-environmental judges, knowing these nominees oppose protections for our public lands, pollution safeguards for our air and water, and the EPA's Clean Power Plan.

"The Green New Deal is an absurdly expensive and unserious policy proposal and the underlying problem is that it seeks to give the federal government more control over the American people, attempting to dictate the kind of house you live in, the kind of car you drive, the type of job you have, and the way you live your life..."

✓ **Rep. David Schweikert**
Arizona's 8th District

Schweikert has a lifetime environmental score of 41% and is a climate change denier. As a previous leader for the Environmental Subcommittee on Science, Space, and Technology, his main preoccupation was with rolling back environmental regulations and protections.

"I think it's incredibly arrogant, you know, for the AI Gores of the world to stand up and say the world's coming to an end."

✓ **Rep. Elaine Luria**
Virginia's 2nd District

Rep. Luria understands the threat to clean air and water. She has worked to protect Virginia's waterways and has fought to secure billions in funding to help achieve that work. Luria is a key voice in Congress on the need to protect our coastlines and coastal economies. "Offshore drilling threatens our national security and safety of our sailors and our tourism economy by spoiling our beautiful beaches and shorelines."

✓ **Rep. Elissa Slotkin**
Michigan's 8th District

Rep. Slotkin is a strong supporter of clean water. She understands that preserving our Great Lakes is essential to keeping families healthy and our economy strong. She will continue to stand up to polluters and make sure our natural resources are protected.

"A threat to our environment is a threat to our security and a threat to our way of life. I do not believe that a strong economy and a clean environment are mutually exclusive."

✓ **Rep. Mike Levin**

TEN WHO MUST LOSE

These fossil fools, climate deniers, and industry hacks must be removed from office!

✗ **Gen. Mitch McConnell**
U.S. Senate, Kentucky

Rep. McConnell clearly doesn't take the climate crisis seriously, calling the Green New Deal "silly" and "nonsensical." With McConnell running the Senate, passing key pieces of environmental legislation is nearly impossible. A stack of House-passed environmental public lands, and drama bills are gathering dust on his desk as he loses the president's backing, confirming a vast number of anti-environment nominees to judicial and government positions where they can continue to work on behalf of fossil fuel companies.

✗ **Rep. Don Bacon**
Nebraska's 2nd District

Don Bacon has repeatedly denied climate change. He is a big fan of drilling anywhere for oil and gas can get a profit, including in the Arctic, Bering Sea, Chaco Canyon, and the Grand Canyon. In addition, he voted to block clean energy and pro-environment funding. It's clear he is not interested in protecting our communities and our environment.

"In regards to climate change, there is no doubt temperatures are changing. We need to further study how much humans are responsible as opposed to natural causes, and from there take measures to protect our earth for future generations..." - Twitter

✗ **Rep. Ross Spano**
Florida's 15th District

Ross Spano flat out denies climate change, dismisses the scientific consensus, and discounts the need for action on the climate crisis. Spano has voted against protections for marine mammals and against banning offshore drilling in the Atlantic and Pacific Oceans. Being from a state vulnerable to floods and extreme weather, his actions are extremely irresponsible.

When asked by a reporter whether he believed the climate was changing due to man-made activity, his response was, "Uh, I do not. I do not. I don't think there's sufficient evidence to show that..." - Tampa Bay Times

✗ **Rep. Mike Bost**
Illinois' 12th District

Mike Bost has a lifetime environmental score of 31%. Whether it's gutting clean energy funding or blocking gray wolf protections, his record shows that he is no friend to the environment. When asked if he believed in man-made climate change, Rep. Mike Bost told a radio host: "I don't."

✗ **Rep. Devin Nunes**
California's 22nd District

Devin Nunes has a lifetime environmental score of 31%. While his home state of California faces devastating wildfires and extreme weather made worse by the climate crisis, Nunes doesn't think it is worth taking action. He continues to be a roadblock, denying his state the protections needed to ensure clean air and water for all.

✗ **Rep. John Carter**
Texas' 31st District

John Carter despises his district for climate change. In his official website, where he calls climate change a "chicken-little scheme," and labels environmental advocates as "warmers" who just want to control things. His record shows he has no problem with allowing toxic waste and dangerous pollution to foul our air and water.

"I pledge to the taxpayers of my state, and to the American people, that I will oppose any legislation relating to climate change that includes a net increase in government revenue."

As assembled by the League of Conservation Voters



2101 Webster Street
Suite 1300
Oakland, CA 94612

Focus on Building Stronger Donor Relationships

If your donors feel like they are heard or are an active member of your team, they will stick with you through difficult times.

Remember they want to make a difference and be part of a ***COMMUNITY*** of change.



Concierge Introduction Postcard



Cory TenBrink
(541) 227-4294

Cory.TenBrink@SierraClub.org



Meet Cory.

With 3.8 million members, Sierra Club is a powerful force for good. But we don't want our size to mean we can't connect with our most committed members. Cory is your Concierge. Cory can help you with anything you need related to the Sierra Club or the Sierra Club Foundation, from tax receipts to tote bags. If you want an extra calendar or to find out about a Sierra Club program, Cory can help you. Do you have an interesting Sierra Club story or a question about the organization? Let Cory know. Cory's information is yours to use anytime you need it. Thank you for your support.



Meet Robert.

With 3.8 million members, Sierra Club is a powerful force for good. But we don't want our size to mean we can't connect with our most committed members. Robert is your Concierge. Robert can help you with anything you need related to the Sierra Club or the Sierra Club Foundation, from tax receipts to tote bags. If you want an extra calendar or to find out about a Sierra Club Program, Robert can help you. Do you have an interesting Sierra Club story or a question about the organization? Let Robert know. Robert's information is yours to use anytime you need it. Thank you for your support.



Meet Shawna.

With 3.8 million members, Sierra Club is a powerful force for good. But we don't want our size to mean we can't connect with our most committed members. Shawna is your Concierge. Shawna can help you with anything you need related to the Sierra Club or the Sierra Club Foundation, from tax receipts to tote bags. If you want an extra calendar or to find out about a Sierra Club program, Shawna can help you. Do you have an interesting Sierra Club story or a question about the organization? Let Shawna know. Shawna's information is yours to use anytime you need it. Thank you for your support.



Lapsed Wilderness Guardian Postcard

Reactivating Monthly Donors

WE NEED YOU BACK!



Even if the Trump administration is defeated in November (and there is no guarantee they will be), it will take a lot of time, work, and resources to repair the devastating damage they have done to the environment. The Earth will still desperately need your help.

You were once a Wilderness Guardian; that is why we are reaching out to you.

In the coming months, we will face critical challenges as the Trump administration works to open more public lands to oil exploration and development... weaken rules that keep poisons out of our air and water... look the other way when polluters leave toxic waste in their wake... and seek to sabotage the Environmental Protection Agency.

Help us overcome these challenges and continue steps to protect our nation's wildlife and wildlands by again becoming a Sierra Club Wilderness Guardian with your monthly gift. It's the most efficient, effective — and greenest! — way to put your support to work.

Sierra Club relies on our most steadfast core supporters, our Wilderness Guardians, in order to continue to:

- Protect wild places and endangered species
- Keep our air and water clean
- Ensure a clean energy future
- Curb climate crisis
- Keep the pressure on politicians and corporations to ensure safe and healthy communities

2101 Webster St Suite 1300
Oakland, CA 94612

Visit sierraclub.org/pledge to reactivate your commitment!

Use your member number **123456789** to access your account!

Vicky Barrett-Putnam
2101 Webster St Suite 1300
Oakland, CA 94612



If you have any questions about reactivating your status as a Wilderness Guardian, we are here to help. Please call, text, or email your personal concierge, Cory TenBrink.

(541) 227-4294
cory.tenbrink@sierraclub.org



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Vicky Barrett-Putnam
2101 Webster St Suite 1300
Oakland, CA 94612



If you have any questions about reactivating your status as a Wilderness Guardian, we are here to help. Please call, text, or email your personal concierge, Shawna Wagner.

(563) 202-4235
shawna.wagner@sierraclub.org



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Oakland, CA 94612



If you have any questions about reactivating your status as a Wilderness Guardian, we are here to help. Please call, text, or email your personal concierge, Robert Kowsaluk.

(323) 388-6626
robert.kowsaluk@sierraclub.org



Quarterly Print Newsletter

2020 SIERRA CLUB Summer Newsletter

Dear friends,

In the last few months, we've been talking about hope and time in nature. For those of you who reached out to us to share your stories about how time in nature has healed you, thank you. Keep 'em coming. We'll keep sharing.

To state the obvious, 2020 has not made having hope easy. Just after the new year, the world and the Sierra Club family lost a true hero. Executive Director Michael Brune shared the news:

"It is with a heavy heart that I share with you some very sad news - last week our coworker and friend Robert Tohe passed away peacefully in Arizona. He had been sick for several months and was surrounded by family and community at the time of his passing. Robert was Diné, as the Navajo people call themselves in their native tongue. Robert had a big life and a great spirit. He was a friend and mentor and ally to many in the movement. We were lucky to have him in our lives and know his teachings will live on through those who were lucky enough to work with him."

In 2019, Sierra Club's Tom Valtin interviewed Robert Tohe about his life. Robert's advice encouraged us: "If we can recognize the interconnectedness of all things we'll be okay." He also expressed his own hope in the fortitude of the next generation of difference-makers. "Young people see that climate change poses a threat to their livelihood and their way of life, and they aren't satisfied with the answers they're being given," Robert told Tom.

Following his lead, we'd also like to use this newsletter to introduce one of the next generation: six-year-old Layla. Encouraged by her parents and her teacher, Layla has a commitment to nature that is founded in hope.

Throughout this issue, we'll be reminded of former Sierra Club Board member Ansel Adams' #1 tactic for protecting nature: Share beautiful photographs that make nature's inherent worth breathtakingly obvious. Thank you to Sierra Club member David Souerwine for contributing his artwork to our story about Robert.

Finally, thank you for continuing to share your hope with us. It's the only good thing that's contagious. Wait. Laughter is another contagious thing that's good. If you want to share that with us, too, we'd love to hear from you.

In gratitude,

Cory, Rob and Shawna

Honoring Activist, Leader, and Friend Robert Tohe

By Tom Valtin

Civil rights activist Robert Tohe was living in Flagstaff, Arizona, in 2003 when a friend told him the Sierra Club was looking for an environmental justice organizer. He went to a meeting of the local group, liked what he saw, and in short order found himself as the Sierra Club's lone Native American staff organizer in what is arguably the most heavily Indigenous part of the country.

Tohe hit the ground running, organizing local and national opposition to a plan by the US Forest Service and the Arizona Snowbowl—a nontribal enterprise—to make artificial snow using treated wastewater on the San Francisco Peaks, held as sacred to the Navajo, Hopi, Zuni, and numerous other Southwestern tribes.

"To Navajo people, spraying reclaimed sewage on lands that are sacred to us is an affront," Tohe says. "The [Arizona] Department of Environmental Quality said that snow made with the treated wastewater would still be unsuitable for human contact. We respectfully ask that our sacred places be accorded the same respect as Christian places of worship. Would you spray sewage on church grounds?"

After two years of grassroots pressure and legal challenges, the Ninth Circuit Court of Appeals blocked the proposal on the grounds that it would violate the sanctity of the San Francisco Peaks. Other victories and challenges that loomed large early in Tohe's tenure with the Club included retiring Peabody Coal's notorious Black Mesa mine and its slurry pipeline



Hazel and Robert Tohe. Photo by Sara Dillon.

crossing Navajo and Hopi lands; effecting a "just transition" for workers who lose their coal industry jobs; and working with more than a dozen tribes to place 350,000 acres on Mt. Taylor off-limits to uranium mining by getting the land listed in the New Mexico Register of Cultural Properties.

"For decades, environmental issues have been labeled as 'fringe' by decision-makers," Tohe told the New York Times after the snow-making decision was handed down. "Now they're mainstream."

Born just outside the Navajo reservation in the early years of the baby boom, Tohe recalls having a happy childhood with a clean environment to play in and no real hardships. "It's once you mature a little bit and go to school, that's when you realize some of the other things that are going on," he says.

Among those "other things" was an episode that occurred when Tohe was in the first grade. "I had an Anglo teacher who didn't like us

had the nerve to clean up the blood. Every time you walked to class, you'd see it."

Tohe decided to leave school and hitchhike around the West. "This was 1969 and the

Serendipitously, a bill then before Congress sought to restore tribal control of Taos Blue Lake—a place of worship high in the mountains of northern New Mexico—to the Taos Pueblo community, after 64 years of protest, appeal,

speaking out, but they didn't know how to organize support for their position, so I showed them how to go about it."

Tribal members who favored the project

drilling; keeping uranium mining out of Bears Ears National Monument and Bureau of Land Management lands adjacent to Grand Canyon National Park; compelling mining companies to

clean up the toxic messes they create and then leave behind; slowing the spread of fracking in western New Mexico; blocking construction of a resort/entertainment complex on Navajo lands overlooking the Grand Canyon, including

a tram that would shuttle up to 10,000 tourists a day to hallowed ground on the canyon bottom ... the list goes on and so does Robert's legacy.

Meet Layla, Team Sierra's Six-Year-Old Environmentalist

Recently, our Concierge Robert took a phone call from "Dan," who wanted to make a donation to support the fundraising efforts of his great-niece, who was raising money in lieu of gifts for her sixth birthday. Young Layla had joined Team Sierra, with the help of her dad, and had a goal of \$300 to support Sierra Club's goals. With two kids of his own under five years old, Robert was impressed. He visited Layla's Team Sierra page and made his own donation. The next morning, he shared with the concierge team how touched he was by her generosity.



"Layla is a real force, and when she wants to do something, she gets it done." - Sra. Sanzetenea

So we called Layla's family to learn what motivates a six-year-old environmental philanthropist. As we opened our conversation, Layla's mom and dad shared that Layla had been giving money to domestic and wild animals for a couple of years already. Imagine that?

Layla's dual-language kindergarten teacher Cybil Sanzetenea said that Layla's decision to support Sierra Club with her birthday donations matches her classroom behavior. "Layla is both a critical thinker and a pragmatist. She sees the threats to the wild spaces and animals she cares about, and she knows that she can do something about it."

I asked what Layla likes about the outdoors. It was a dumb question. She loves everything about the outdoors. Layla's a rock climber, which she picked up from her dad; she also loves to hike and camp, and learn about wildlife. She has two rescue kitties, and wants to look up close at any critter she meets. When I asked her about some of her best experiences with wildlife, her mom reminded her of the time she was involved in a study of monarch butterflies. They tagged them so that the scientists could track their migratory habits.

At this point in the interview, Layla pulled out an almost-full journal (her second), and shared a picture she'd drawn of a spider building a web between two trees. She said, "See. Plants and animals need each other." I agreed. She flipped through a few more of her drawings that included earthworms and Blue Jays and illustrations about conserving natural resources.

"What made you decide to start a journal?" I asked. She told me her kindergarten teacher Sra. Sanzetenea had the whole class journaling. Sra. Sanzetenea shared her impressions of Layla's journal:

"During our winter science unit on animals and plants, which covers their life cycles, needs,

rather than society member Dave Souerwine has taken photos in more than 10 countries, and extensively in the US, including the majority of our national parks. I first met Dave when he shared photos with the concierge team of his trip to Utah. He'd read that I'd lived there, and wanted to share his personal experience and spectacular photos of my former home. Since that time, I've been lucky enough to see more of his photos which he does not publish online. This seemed like a great opportunity to share them with you.

our Donor Advised Fund having members, the most important takeaway is this:

Only Sierra Club Foundation is eligible for gifts from IRAs or Donor Advised Funds. And they are greatly appreciated.

Thank you for supporting hope for our shared natural world.

EXTREMELY IMPORTANT!!!!

No matter what the polls, your friends, or your news sources predict– you **DO NOT** know who is going to the 2020 Presidential Election.

Trust me. I predicted Trump would win in 2016.



You Need Plan for 3 Scenarios

And be ready to go out with messaging ASAP!

- **Biden Wins**
- **Trump Wins**
- *We do not know who the winner is for a while*



Because the Sierra Club WAS Prepared in 2016

We got out with the Trump message before any other environmental nonprofit – the very same day in fact.

The staff was prepared to talk about it – member care.

Because we were first -- we got wild, immediate support from our current donors and we acquired 10s of thousands of new donors.

Examples: Monthly donors grew from 35,000 to 108,000, our membership grew by 130,000 and champions grew by 1 million.



Meg Ferguson, CFRE
Business Development Director
Production Solutions
Mferguson@psmail.com



Key Take-Aways & Bonus Content!

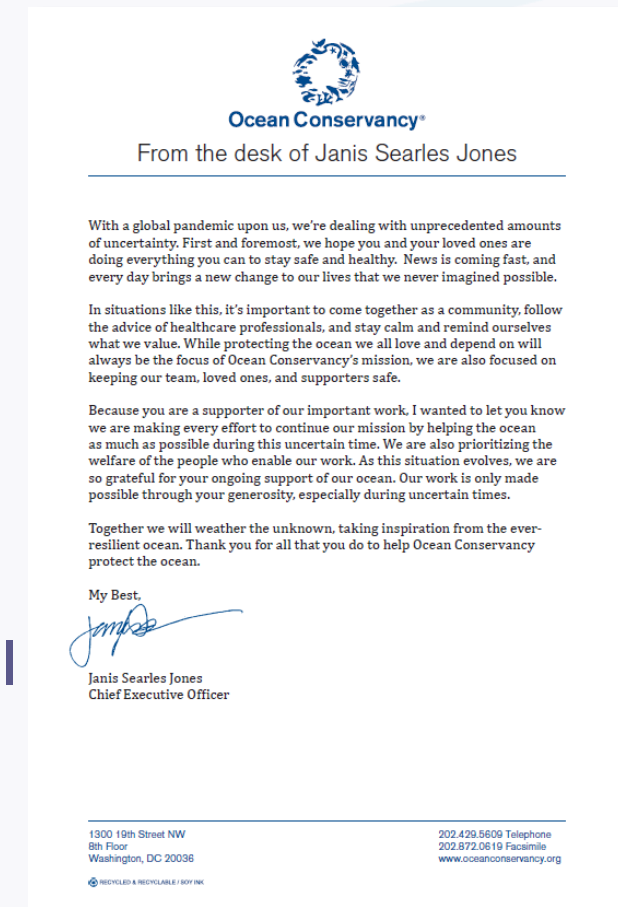
Organization responses to emergencies will vary as their donor's expectations, wants and needs vary from mission to mission. We can all agree that the following elements are *critical* in successfully navigating “crisis:”

- Flexibility, Flexibility, Flexibility (People, logistics planning, communications, budgets)
- Have a solid, understood, agreed upon, practiced response protocol in place
- Test with an open willingness to learn, evolve and adjust so... flexibility!

Ocean Conservancy

How did OC respond to the COVID pandemic and other current events?

- A letter from the CEO included in all April and May mailings referencing COVID with the following sentiments:
- “We hope you are safe”
- “It’s important to come together as a community”
- “We are keeping our people safe and continuing to work”
- Held a tele-town hall, “Hope for the Future” where the CEO talked about all OC programs and touched on the pandemic and social justice issues
- August “Splash” Newsletter will have two articles referencing OC’s social justice stance



Ocean Conservancy

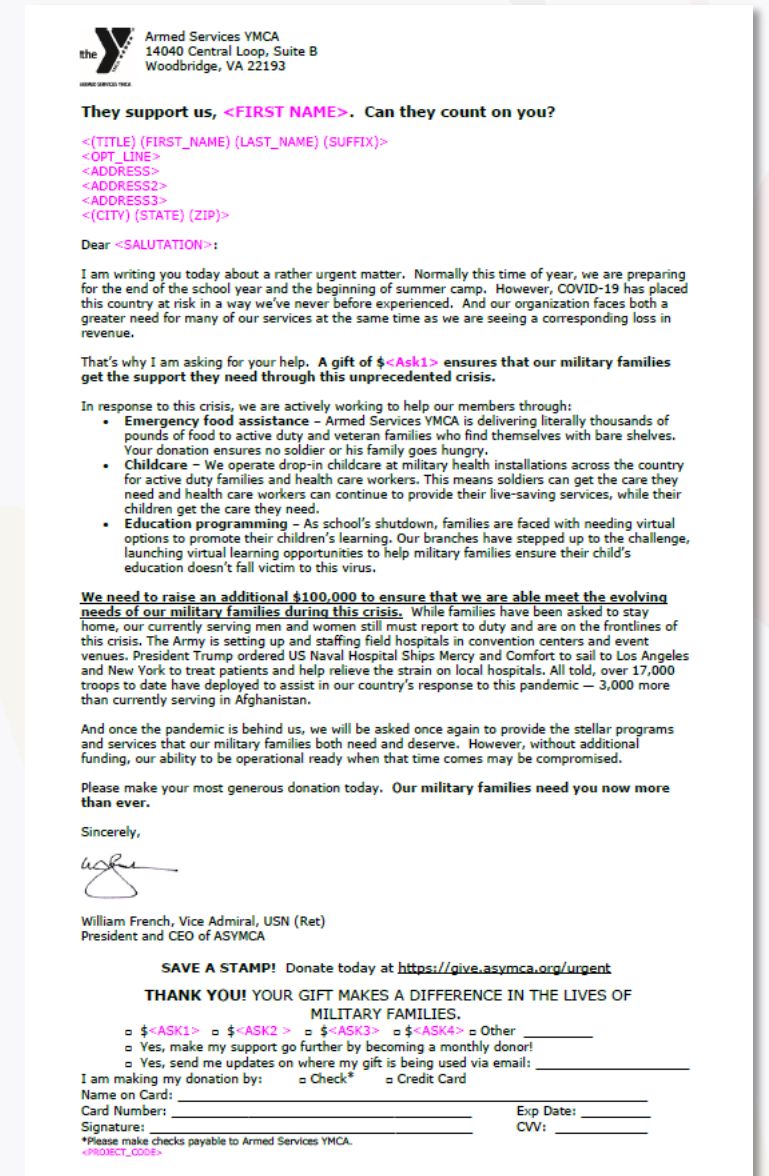
Key Learnings:

- Processes in place to conduct business remotely
- Time is of the essence – meeting deadlines requires teaming up with other staff members to collaborate and innovate
- Be alert, show ample support for people and for communities, and remember the mission always
- Define clear responsibilities and roles for all positions under “normal” circumstances so that rules for workflow and responsibilities under “emergency” circumstances can be created to allow for role clarity and eliminate any confusion over duties

Armed Services YMCA

How did ASYMCA respond to the COVID pandemic?

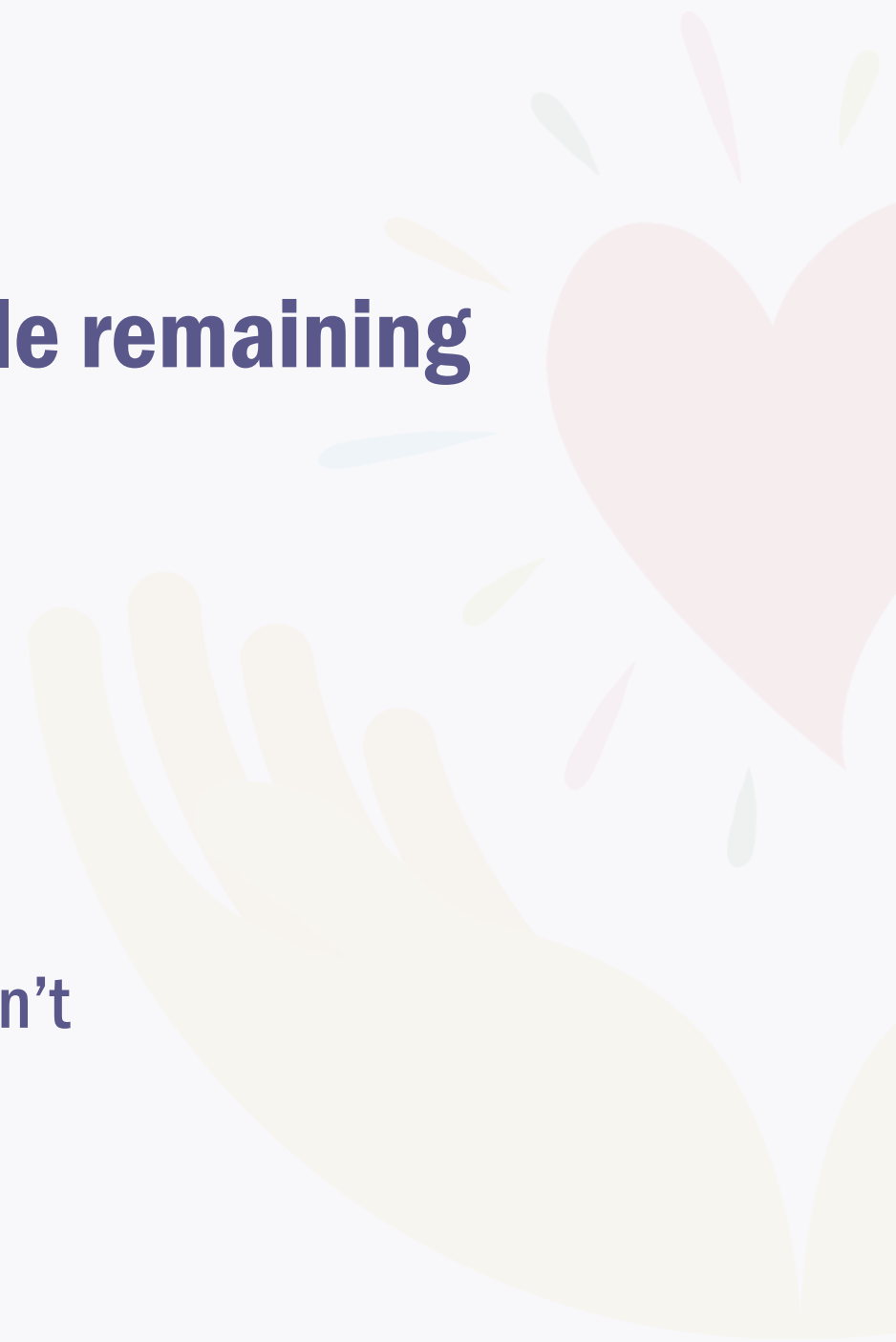
- The regularly scheduled May Appeal focuses on sending military kids to camp so in March, when it became obvious that camp might not happen, the messaging shifted to raising funds for our urgent COVID relief efforts
- Armed Services also decided to invest in acquisition to take advantage of low mail volumes and high relevancy due to military deployments related to the pandemic



Armed Services YMCA

How did you revise content to remain relevant, while remaining appropriate to your mission and strategic plan:

- Carefully assess and understand what your role, if any, in the emergency response will be before you execute an ask
- Once ASYMCA understood that the pandemic was causing an increase in demand for services, they quickly executed. Had they shut down and stopped executing programming, the appeal wouldn't have been as effective or appropriate



Armed Services YMCA

Key Learnings:

- This was the first time ASYMCA did a multi-branch mailing, so the process was created on the fly and caused some slowdown in execution. Be patient with one another and remember your WHY!
- Have emergency protocols or organizational agreement in advance
- Could have invested more in acquisition to make even more of the low mail volumes



Meals On Wheels America

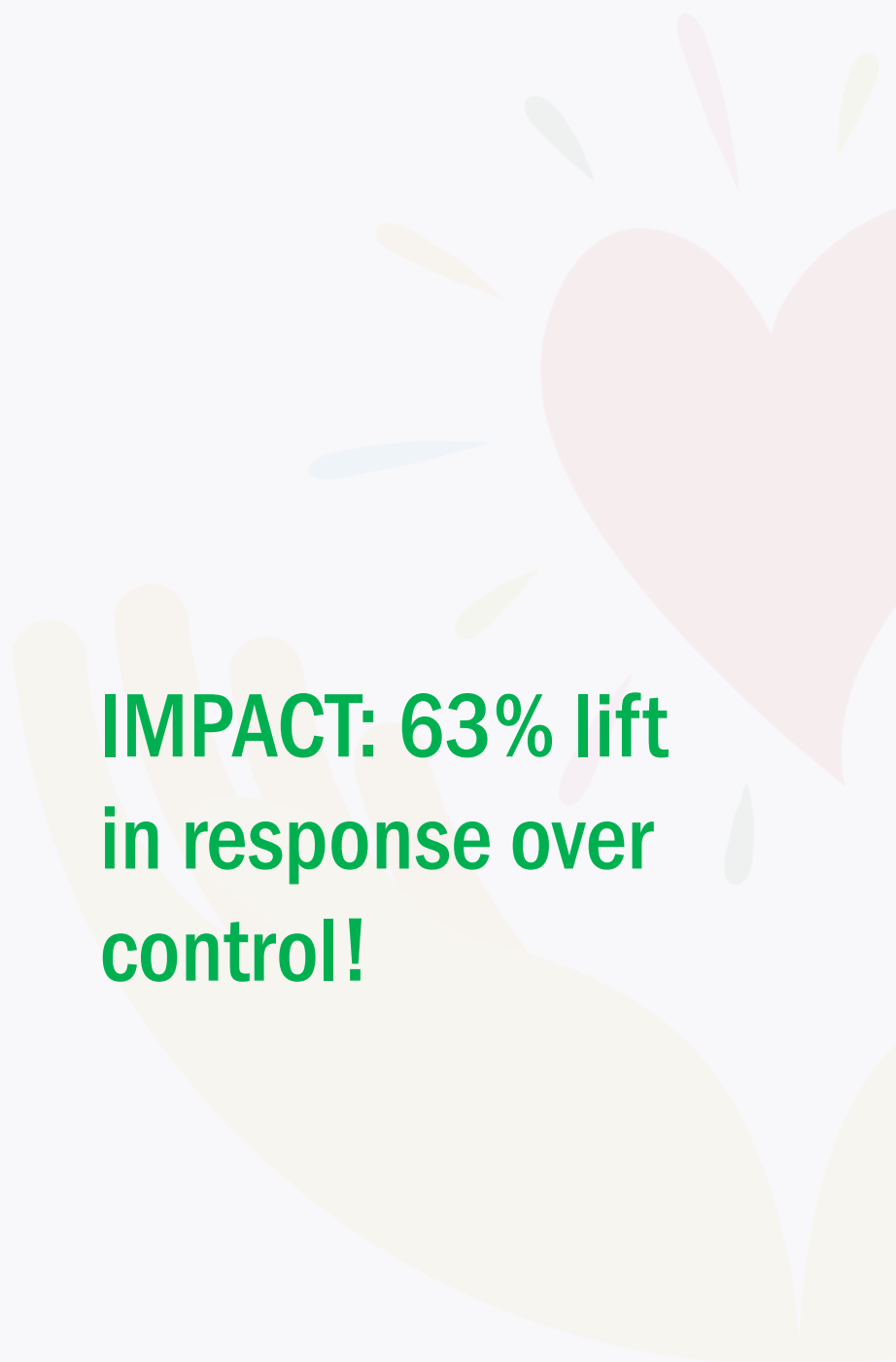
How prior years' tests provide excellent options for 'pivot' moments

- **Mission:** Meals on Wheels America provides funding, leadership, education, research, and advocacy support to empower local member programs to strengthen their communities, one senior at a time
- **Goal:** Optimize acquisition strategy to engage more new donors at a greater ROI
- **Their hypothesis:** Creating a more authentic package, message, and offer to the true mission of Meals on Wheels America will translate to greater donor support

Meals On Wheels America

Pivot Moment

- Leveraging prior year testing was a crucial part of MOWA's pivoting strategy this spring
- Whether executed 6 months ago or 12 months ago, past testing can provide excellent options for organizations looking to pivot during unconventional times
- The authentic message test was the perfect message during the pandemic due to its compelling and engaging nature



**IMPACT: 63% lift
in response over
control!**

Meals On Wheels America

Pivot Moment

Let your voice be heard for America's vulnerable seniors!

Test:



<Envelope Address 1>
<Envelope Address 2>
<Envelope Address 3>

2020 <CITY> PROTECT SENIORS PETITION IS ENCLOSED.
<FIRST NAME>, YOUR VOICE IS URGENTLY NEEDED!

<Mrs. Joan Sample>

<Freedom, PA 15042>
[Barcode]

** Make a donation
and return your signed
2020 Protect Seniors
Petition today!*

Dear <XXXXXXXXXX Mrs. Sample XXXXXXXXXXXX>,

I'm writing to you today because I think you'll want the chance to take action for seniors in your community and across the nation.

It's enough to break your heart. Seniors living alone and homebound. Struggling with poor health.

And if that isn't bad enough, many of them just don't eat well. They don't have access to good food. And often, they aren't able to prepare their own meals. Right here in America, more than 9.5 million seniors don't have enough to eat. I'm sure you agree that's unacceptable.

What's even more unacceptable is that funding for the programs that serve as a lifeline for seniors — like the local, community-based programs Meals on Wheels America helps support — is woefully inadequate and often in danger of being cut further.

We've been fortunate so far that Congress has protected Meals on Wheels programs from proposed, devastating budget cuts. *But we cannot rest.* With budget season upon us again, we must urge lawmakers to not only protect but to boost funding for these essential programs.

It's outrageous that cutting funds would even come up. America's seniors have worked hard, raised families and earned the right to live with dignity and security in their communities.

The good news is there's something YOU can do to help!

Take action and let your voice be heard for seniors now. Your gift of \$15, \$25, \$50 or any amount that's right for you will help us protect seniors facing hunger and isolation.

And be sure to sign and send back the 2020 Protect Seniors Petition so

(over, please)

Thank you for your support!

2020 PROTECT SENIORS PETITION



URGENT MESSAGE TO LAWMAKERS:

We must protect and grow funding for Meals on Wheels programs.

I believe in caring for seniors, ensuring they have nutritious food and companionship, enabling them to live with dignity and independence.

I urge you to fight to protect and increase funding that supports programs like Meals on Wheels.

Signature: _____ Date: _____

Name: <Mrs. Joan Sample>

Address: <Address 1>

<Address 2>

City: <City> State: <ST> ZIP: <ZIP>

I'M TAKING ACTION TO HELP SENIORS IN NEED!



YES, I'm giving now to help protect hungry and isolated seniors in my community and across the country. Here's my gift of:

\$15 \$25 \$50 Other \$ _____

Enclosed is my check payable to <XXXXXXXX Organization Name XXXXXXXX>.
 Please charge my credit card. See back of form.

I have signed and enclosed the 2020 Protect Seniors Petition.

<Mr. and Mrs. Jonathan Q. Sample>

<100 Commerce Uniao>
<Freedom, PA 15042>

<Reply Address 1>

<Reply Address 2>

<Reply Address 3>
[Barcode]

Control:



<Envelope Address 1>
<Envelope Address 2>
<Envelope Address 3>

HELP PROTECT SENIORS THIS SPRING

<Mrs. Joan Sample>

<Freedom, PA 15042>
[Barcode]

<XXXXXXXXXX Mrs. Sample XXXXXXXXXXXX>, lonely, hungry seniors need your help. Please send back the Senior Care Voucher with your gift.

<Date>

Dear <XXXXXXXXXX Mrs. Sample XXXXXXXXXXXX>,

It's enough to break your heart. Seniors living alone and homebound. Struggling with poor health.

And if that isn't bad enough, many of them just don't eat well. They don't have access to good food. And often, they aren't able to prepare their own meals. Right here in America, more than 9.5 million seniors don't have enough to eat.

I'm sure you agree that's unacceptable. The good news is there's something YOU can do right now.

Please use the enclosed Senior Care Voucher to help hungry, isolated seniors. Your gift will help us protect seniors across the country by supporting the local, community-based Meals on Wheels programs that keep them safe and nourished.

Just return the voucher with your gift of \$15, \$25, \$50 or any amount that's right for you to help us protect seniors facing hunger and loneliness this spring.

Please send your gift now. When you support Meals on Wheels America, you strengthen Meals on Wheels programs in your community and across the country — helping to put smiles on seniors' faces and hope in their hearts this spring and all year long!

(over, please)

PLEASE DETACH HERE, COMPLETE FORM BELOW, AND RETURN WITH YOUR GIFT. THANK YOU!



<Envelope Address 1>
<Envelope Address 2>
<Envelope Address 3>

SENIOR CARE VOUCHER

YES, I'm giving now to protect hungry and isolated seniors. Here's my gift of:

\$15 \$25 \$50 (other) \$ _____

Enclosed is my check payable to <XXXXX Organization Name XXXXX>.

Please charge my credit card. See back of form.

Giving Options: Single gift Monthly gift

Please confirm transfer date for monthly giving: 15th

(if payment is due on a weekend or holiday, transfer will be the next business day)

** Help homebound seniors today!*

<Mr. and Mrs. Jonathan Q. Sample>

<Freedom, PA 15042>

<Reply Address 1>

<Reply Address 2>

<Reply Address 3>

[Barcode]

XXXXXXXXX SCAN LINE AREA XXXXXXXXX

CARE VOUCHER ENCLOSED!

STAMP HERE

Help lonely, hungry seniors in your community and nationwide during this crisis!

Stephanie — a sweet, older woman struggling with multiple sclerosis. Stephanie is thankful for the assistance her local Meals on Wheels provides.



Seniors like Stephanie need your help this spring!

In addition, it's a relief for Stephanie to have someone to rely on. She gets a visit from a friendly volunteer, takes time to chat for a while, and even brings food and medicine. Ginger! So many seniors struggle to care for themselves, and Stephanie is often their only source of support.

Know someone like Stephanie. Seniors are often forgotten, but one thing is true: seniors should not be forgotten.

Help protect seniors this spring and year round. That moment — when someone knocks on a senior's door — brightens their day and means so much. It saves their life. I hope you'll do what you can today. Thank you!

Isolated seniors are waiting for meals to be brought to them by Meals on Wheels America today.

Thank you for your support!

STATE DISCLOSURES AREA

10pt. Helvetica Lt Std LightCondensed



THE END



2020 ANA VIRTUAL NONPROFIT CONFERENCE

AUGUST 5-6



#ANAnonprofit