

<Title><First Name><Last Name>

<Address>

<City, State & ZIP>

Dear <Salutation>,

Throughout my 14 years working at Conservation International, I've been constantly inspired by passionate conservation advocates around the world. They do more than talk about protecting nature and creating a sustainable future for all life on Earth – they take action.

I know that you are one of those people. For the past <# of years on file>, you have been an incredible champion for our planet through your support of Conservation International. Thank you for your commitment to helping nature and people thrive together.

<Salutation>, in recognition of your dedicated support for conservation, I am writing today to personally invite you to become a member of Conservation International's Emerald Circle.

As you may know, the Emerald Circle is a community committed to catalyzing change to create a better world through bold innovation, collaboration, and optimism. Your past generous support demonstrates you share this passion.

Today, I invite you to join this group of dedicated partners committed to building a healthy and prosperous world by making a generous Emerald Circle gift of \$1,000 or more.

As an Emerald Circle member, you will play a key role in CI's ability to develop cutting-edge science and innovative policy to bring our Earth's ecosystems back to health – now and into the future.

To show our appreciation for your generosity, you will receive behind-the-scenes access to Conservation International – including exclusive events and webinars with our experts and scientists, and regular reports on how your support is making an impact. You will also have direct access to a Conservation International liaison so you can stay connected to the work you help support. Please take a moment to

review the enclosed brochure to learn more about the privileges and opportunities of joining this special group.

I decided to extend this invitation to you and a select group of other supporters now because our work has never been more urgent. The scientific community overwhelmingly agrees that we have less than 10 years to drastically cut our greenhouse gas emissions, or humanity will suffer devastating consequences. By the end of the century, more of the world's seas could be hot, acidic, and lifeless – with catastrophic implications for marine life, Earth's climate, and the food security of billions of people.

As the Executive Vice President of Field Programs at Conservation International, I oversee our conservation work in more than 70 countries. And I can tell you the needs are vast – and growing.

This past spring, I visited our staff and partners working in Madagascar. It's a place very dear to my heart – it's where I first saw the fragility of our relationship with nature and was inspired to pursue a career in conservation.

It's one of the most important places for biodiversity in the world. There are many species that exist in Madagascar and nowhere else on earth. But it's also a poor country with fewer resources to dedicate to conservation work.

Madagascar has one of the highest deforestation rates globally due to logging and slash-and-burn agriculture, and it is estimated that only 10% of its forest is remaining today. Conservation International has worked in Madagascar for over 20 years, helping communities protect nearly 400,000 acres of rainforest for the benefit of the people of Madagascar.

Our teams work with local governments and families to stop illegal deforestation activities. And we train farmers on sustainable farming practices and provide equipment and staffing support to help them succeed. In one very remote region of the country, our team carried bags of seeds on their backs while trekking for four days to get the seeds into the hands of local farmers.

I left Madagascar feeling incredibly proud and grateful for the opportunity to partner with local people who best understand what is needed. At Conservation International, we understand that securing the health of Earth's climate, ecosystems and biodiversity is essential to the survival of all people. And we are committed to ensuring that local communities are at the center of conservation solutions.

In every region where we work, weather is becoming more extreme. In many countries, people who are already living on the margins face new challenges from droughts and floods, fires and superstorms, heat waves and even cold snaps.

The climate crisis is not coming. *It is here.* And it will impact every person on the planet. That's why Conservation International has made it a central focus of our work and why we're urgently expanding our climate work now.

For more than three decades, Conservation International has continuously evolved to meet big challenges. Today, with our coalition of dedicated supporters, we are making bold investments to meet this challenging time as well. When everything's on the line, nothing less is required of us. I believe so greatly in this mission and our work that I personally joined as an Emerald Circle member two years ago.

<Salutation>, that's why I'm turning to you and asking you to deepen your partnership with Conservation International as a member of the Emerald Circle.

As you know, Conservation International approaches the challenges facing our planet in a strategic and collaborative way. The threats to nature are as varied as they are complex...and our solutions must be as well. Unrestricted funding from our supporters allows us the flexibility to respond to unexpected emergencies or seize critical opportunities.

You likely remember the wildfire crisis in the Amazon in 2019. Raging fires burned for weeks, destroying the rainforest at a terrifying rate. By year's end, over 17.9 million acres of Brazil's Amazon had burned, an area the size of West Virginia. But it could have been worse.

With support from generous partners like you, Conservation International responded quickly. We provided emergency funding to communities working to contain fires. We provided funding to Indigenous peoples and farmers working to plant a variety of native plant seeds to restore the land to health after the fires.

Your strong support as an Emerald Circle member will allow Conservation International to respond quickly for the next emergency too. **Emerald Circle members provide the solid foundation for our work to help nature and humanity to thrive together.**

As a member of the Emerald Circle ...

You will help stabilize our climate by protecting and restoring nature. As we work to reduce greenhouse gas emissions, we must also recognize the vital role nature can play in solving the climate crisis. Conservation International is protecting high-carbon ecosystems such as forests, mangroves, and peatlands so they can absorb and store carbon from the atmosphere.

You will help double ocean protection. We have an ambitious goal to double the protected areas in the world's ocean by 2025. And we're helping coastal communities adapt to the damaging impacts of climate change disruption.

And you will promote conservation-based economies that help the planet. We believe nature and people can thrive in the same place and we're building the models to demonstrate how. From the Galápagos Islands to the rangelands of South Africa, we're developing sustainable landscapes and seascapes to protect nature, improve food security and sustain local economies.

<Salutation>, as you reflect on what conserving our planet means to you, I hope you will take a moment to look over the enclosed Emerald Circle brochure. As you will see, we express our gratitude to our dedicated Emerald Circle members with meaningful benefits, including behind-the-scenes information and invitations to exclusive events with other Emerald Circle members.

As we expand to address escalating threats to nature, your investment as an Emerald Circle member can make a big difference right now. **To join, simply return the enclosed form along with your tax-deductible gift of \$1,000 or more today. You can also make your gift securely at [URL].**

Even if you decide not to join the Emerald Circle, I hope you will make your most generous gift today. We are always extremely grateful for your generosity at any level.

Thank you again for reading this letter and considering my invitation. If you have any questions about the Emerald Circle or our work, please don't hesitate to contact Mallory Henig at 800-406-2306 or mhenig@conservation.org.

Every breath we take, every drop we drink, and every bite we eat all comes from nature...and we must keep nature safe. By joining the Emerald Circle, you can play an outsized role in our work to help nature and people thrive.

I hope to hear from you soon. Thank you once again for your ongoing commitment to our work.

With gratitude,

Daniela Raik, PHD

Executive Vice President of Field Programs &
Emerald Circle Donor

P.S. I still remember my first trip to Madagascar more than 24 years ago to truly understand our relationship to nature and our dependency on nature. It was a wakeup call for me in understanding people's dependency on nature for their livelihood. And it inspired me to dedicate my life to protecting nature for the wellbeing of people. Today, I'm deeply honored to be part of a worldwide community of passionate Conservation International supporters like you. Your continued partnership means the world to me. Thank you.