

If you have already contributed to **WORLD WILDLIFE FUND** this year, we wish to explain why you are receiving this new appeal for funds.

We are using more "prospect" lists in an effort to gain new and much needed support. We have tested the method of manually checking these lists against our own to eliminate duplications. We learned that the high cost of researching is out of all proportion to the funds we are able to raise (and the many new people we are able to interest) by mailing directly to the new lists.

We hope that you will understand our position and accept our thanks for your past support. We hope too, that you will accept our apology for whatever annoyance new appeals may cause. We would be grateful, of course, if you would utilize this appeal by passing it on to a friend.