



WWF

World Wildlife Fund

Dear World Wildlife Member,

I am writing you today to extend my heartfelt "Thank You".

I am personally encouraged by your recent commitment to join WWF and help us protect rapidly disappearing wildlife habitat and critically endangered species.

As I said in a previous letter to you, if we are to succeed, we need a core of committed members who are dedicated to moving beyond "just talk."

I'm hoping you are one of those committed members. For your membership participation is the path to action.

You see, by contributing to World Wildlife Fund, you are part of a vast citizens' conservation force that can literally reach across the world to many remote areas most in need of our attention.

That's why I'd like to ask you the question, "Are you willing to take the second step necessary to ensure the survival of the world's remaining wildlife and their habitat?"

If you are, I invite you today to join a select group of members that we call the Guardians' Circle.

This special group of members has agreed to band together to make regular monthly contributions to support World Wildlife Fund's international wildlife-saving projects.

This is an especially critical time right now and we desperately need to accelerate our work. With regular monthly support we can invest more of our resources where they can bring the highest and most enduring returns for future generations.

And I think you, more than anyone, know exactly what is at stake.

Right now, WWF's main priority and greatest conservation challenge is saving tropical forests. I can't emphasize that enough. I can't say it as forcefully as I know it must be said.

(over, please)