

A world map in a light blue shade serves as the background. Several colored dots (cyan, dark blue, and black) are scattered across the map, primarily in the Americas and Europe. The text is overlaid on this map.

Webinar

It's A Great, Great
Sustainers World

Thursday, September 17
8:30 AM - 5:15 PM EDT

DMAW
Direct Marketing Association of Washington

Vicky Barrett-Putnam



**SIERRA
CLUB**

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.



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

Wilderness Guardians

2020 Projected income = \$17.43 Million

2020 Projected Member Count = 106,222 (currently 104,961)

2019 Income = \$16.14 Million

2019 Member Count = 99,208

2016 Income = \$6.23 Million

2016 Member Count = 61,249

So we had a “Trump Bump” – but we have been able to continue to grow the program.

How?

- Having an “all hands on deck management” philosophy.
- Diversifying how we acquire new monthly donors.
- Being nimble with diversifications strategy – moving money – no set budget.
- Maximizing our credit card recovery strategies.
- Conducting Lapsed/Upgrade Campaigns.
- Creating more donor stewardship.
- Creating new monthly donor groups – Mid-Level, Chapter, PAC and program specific. (Note this income is above and beyond the 17.43 million in the Wilderness Guardian program.)

All Hands on Deck Strategy

Monthly ALL players meeting:

- Program Lead Manager: i.e. Me
- Senior Management: Chief Advancement Officer & Deputy Chief
- Acquisition Teams: Digital, Online, Direct Mail, Telemarketing
- Donor Stewardship Teams: Member Care & Concierges
- Vendor/Operations Teams: DDI & MarkeTeam

In the meeting we discuss trends, acquisition results, donor feedback, results, operational issues, testing strategies and anything else going on with the program.

GOAL

To evaluate trends and performance of program and look for proactive ways to improve results or address issues. Ensuring that all decision makers and players are on board with decision making process and are updated on any trends or issues.

TO BE PROACTIVE

NOT REACTIVE

Diversifying Our Acquisition Channels

Sierra Club Acquisition Channels:

- Digital Ads/Social Media- - 28,075 Members
- Telemarketing -- 28,787 Members
- Email -- 41,448 Members
- Direct Mail/Acknowledgements -- 2,648 Members

Even though we have more current members acquired through Telemarketing and Email, Digital/Social is the fastest growing acquisitions channel.

Nimble Example:

When Covid 19 hit, many telemarketing vendors had to shut down their centers and move to calling at home. This meant fewer contacts. We were able to move the telemarketing budget to digital because we work as a team.

Digital Ads

Top Vendors:

- MyPoints
- Swagbucks
- InboxDollars
- Facebook

Vendors have a spend budget of \$100 per new Wilderness Guardian acquired.



Bee a voice for these critical creatures. We've only got a limited quantity left!
<https://sc.org/31NeRDM>



ACT.SIERRACLUB.ORG
Don't miss our free sticker giveaway 🐝

SIGN UP

Edith Bl... 78 Comments 417 Shares

Like Comment Share

TRUMP ADMINISTRATION DRILLING UPDATE: Trump's Bureau of Land Management has continued to auction off MILLIONS of acres of public lands to oil and gas interests, threatening vulnerable communities and wild lands with toxic pollution. Next on the block: the iconic canyons around **Arches National Park!** [Help the Sierra Club fight in solidarity with the communities and local economies threatened by pollution from the Bureau of Land Management's pillaging by becoming a monthly member of the Sierra Club now and get a FREE insulated cooler!](#)



Stop them from drilling near Arches National Park

BECOME A MONTHLY MEMBER >>



wildlife and wild places need you

JOIN NOW >

Become a Wilderness Guardian today and get a set of Sierra Club reusable bags!



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Telemarketing

Vendors:

- SD&A
- Telefund
- GSI

Who we call:

New members, reinstated members, people who sign petitions, and modeled list of our current donors who are likely to become monthly donors.

Email

Almost all of our emails have a monthly donor ask.

There is a one-time gift option on later sends.

At year's end we switch to a one-time ask.

Email: Public Lands Leasing Near Arctic NWR

Explore. Enjoy. **Protect.**



As people across the country protest in defense of Black lives, the Sierra Club recognizes the need to dismantle systemic racism in the United States and within our own organization. We must reckon with how white supremacy -- both past and present -- has shaped our institutions and do the critical anti-racism work necessary to repair the harm done. The environmental movement does not exist in a vacuum, and it is our responsibility to use our power to help abolish systemic racism, which is destroying lives, communities, and the planet.

BREAKING: The Trump Administration has just taken the most destructive path forward on development in the Arctic Refuge: leasing the most land to the highest bidder. [Help us protect the Arctic and all threatened wild places with your monthly gift now—We need 137 more monthly donors to make this happen. And you'll get our exclusive Insulated Cooler Tote Bag as a thank-you!](#)



[DONATE MONTHLY >>](#)

Darlene,

For years now, Donald Trump and his Interior Secretaries have been trying to open the pristine wilderness of the Arctic National Refuge to fossil fuel exploitation. And now—just as they've done with land near Arches, Bears Ears,

Hovenweep, and thousands more acres of public land—they're going to auction land in the Arctic National Wildlife Refuge.

The administration rushed through the review process for drilling in the Refuge's coastal plain, and they've been tearing down the safeguards that protect the Refuge from oil and gas development—**disregarding Indigenous rights and public wishes, and prioritizing oil and gas interests over people and wildlife.**

The Trump administration won't listen to reason—so we have other plans:

1. We are pushing Bank of America to join Citibank, Morgan Stanley, Goldman Sachs, JP Morgan Chase and Wells Fargo and agree to stop financing Arctic drilling.
2. We are demanding oil companies abandon their destructive plans to rip fossil fuels from the Arctic.
3. We are working with Congress to enact permanent protections for this precious place.
4. We will see the Trump administration in court to enforce the laws and protect the Arctic Refuge.

Darlene, we're mobilizing our grassroots, training activists, and going to the banks to stop funding oil and gas drilling. We're campaigning to protect lands in Congress. All we need to make this happen is you.

[You can help us make our goal of 137 new monthly donors to save the Arctic National Wildlife Refuge—and its precious wildlife and sacred sites—from being leased to destructive oil and gas interests. Become a monthly donor to the Sierra Club today and snag your FREE insulated tote.](#)

Oil and gas drilling in the Refuge—the ancestral homeland of the Gwich'in people, and critical habitat for the porcupine caribou herd which they hold sacred—would threaten Indigenous rights. It would worsen the climate crisis, which would in turn exacerbate sea level rise and imperil the habitats of birds, polar bears and other species. And it would harm local recreational and tourism interests that depend on this pristine wilderness.

Will you help us continue our aggressive advocacy to protect the Arctic Refuge with a monthly gift to the Sierra Club now?

[Help protect the Arctic National Wildlife Refuge and all wild places with your](#)

[monthly gift to the Sierra Club now.](#)

We're so grateful for your commitment to protecting the last wild, wonderful places—and for your generous support of the Sierra Club today.

In this together,

Michael Brune
Executive Director
Sierra Club

The [COVID-19 crisis](#) has not passed and continues to [disproportionately harm](#) Black, Indigenous, and Latinx people and other communities of color. The pandemic has revealed how the communities hardest hit are often the same communities that suffer from high levels of pollution and poor access to healthcare. The fight for environmental justice cannot be separated from the fight for racial justice.

This email was sent to: sallawayfaye@gmail.com

This email was sent by the Sierra Club
2101 Webster St., Suite 1300, Oakland, CA 94612

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Email: Public Lands Leasing Near Arches NP

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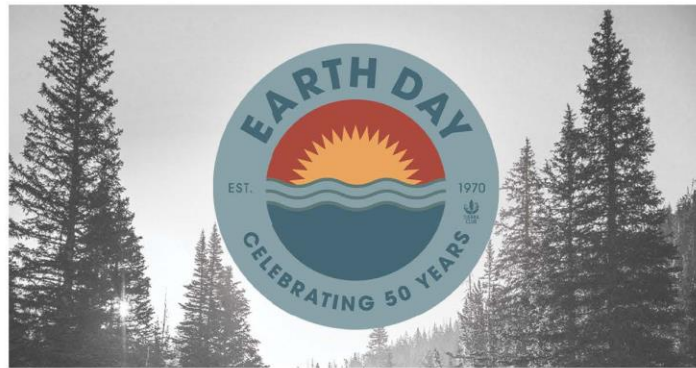
DIVIA
Direct Marketing Association of Washington

Email: Earth Day Sticker

Explore. Enjoy. **Protect.**



Editor's Note: As we all begin to deal with a global pandemic with COVID-19, we wanted to let you know [how the Sierra Club is adapting and responding](#), so we can keep doing the important work of protecting our natural and human environment and fighting for a just, clean energy future.



GET YOUR FREE STICKER >>

Caitlin, we want to say "thank you" for your support.

This COVID-19 pandemic is impacting all of us in different ways, and many of us are processing feelings of fear, isolation, and sadness. We are especially grateful for your support during this uncertain time.

On April 22, we will celebrate the 50th anniversary of Earth Day. That's an important milestone for a holiday dedicated to protecting the precious lands, clean air and water, and threatened wildlife. But more than just an environmental holiday, **Earth Day is an important reminder that we share the planet not only with innumerable wildlife—but with each other.** And to get through this crisis, we must get through it **together.**

In that spirit—and as our way of saying thank you for your constant support—we want to offer you our Earth Day 50th anniversary sticker. [Sign up here to your](#)

[Earth Day 2020 sticker absolutely FREE.](#)

Make no mistake—our work isn't slowing down, even in this crisis. The Trump administration is taking advantage of the COVID-19 pandemic to attack bedrock policies that keep our wild places and wildlife—and vulnerable communities—safe:

- **Trump's Environmental Protection Agency announced they won't enforce the environmental regulations** that keep vulnerable communities healthy by preserving clean air and water.
- **They're rolling back clean car standards**—rules that keep us healthier by keeping billions of tons of climate-disrupting carbon dioxide and other pollutants out of the atmosphere.
- **They're leasing off our public lands to energy companies to the highest bidder**—which means even more oil and gas drilling and coal mining.
- **The Endangered Species Act is still under attack** in Congress and from the Trump administration, leaving the future of animals like the gray wolf and grizzly bear in peril.

We're still working to keep everyone healthy by keeping toxic chemicals out of our environment, stop the climate crisis, ensure clean air for us to breathe, and prevent the destruction of public lands. But we need your help.

You can do your part by showing your support for environmental progress and positive change—**so don't miss your chance to get a free Earth Day sticker and make your support for our planet known.** Quantities are limited, so don't wait!

Caitlin, you are a vital part of this work. Every voice matters as we build the support necessary to make a livable future a reality. [Get your FREE sticker and join our Earth Day celebration today!](#)

We hope you will display this sticker proudly and know that in times of dire need, we are still working to make a better...a greener...a more just and equitable planet.

From all of us as the Sierra Club: **Thank You.**

P.S. The sticker may take 2-4 weeks to arrive. Even if it doesn't get there in time

for Earth Day, you can display it proudly year-round to inspire others to protect the planet!

This email was sent to: caitlin.fong@sierraclub.org

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Direct Mail/Other

- In July we have Monthly Giving Month – everyone is asked to become a monthly donor.
- Other mailings we model or list to see who is likely to become a monthly donor and mail them that ask.
- We also use the model for renewals.
- We tested a monthly donor model in direct mail acquisition with some success.
- We also invite our higher-level donors to become a John Muir Society Guardian by giving \$100 a month.
- Monthly giving is highlighted in our acknowledgements.

Wilderness Guardian Mail Insert

JULY IS MONTHLY GIVING MONTH

An event that happens only once each year!

This July, Sierra Club is devoting the entire month to showing how members of *Wilderness Guardians* — our monthly giving program — are leading the way in defending our nation's wildlands and wildlife.

This is **your personal invitation** to join this national drive to help save America's trees, starting with paper used to print letters like these.

IT'S SIMPLE: become a *Wilderness Guardians* monthly sustainer! By pledging to make a regular monthly gift of as little as \$5 (*or perhaps more if you can afford it*) charged to your credit card or deducted from your checking account, you can save paper...

...and step up your efforts to save America's forests, wildlife, air, water, and other natural assets.

Wilderness Guardians help Sierra Club reduce the number of mailings like this one. Money saved on paper, printing, and postage can be directed to support our many pro-environment programs.



Your monthly gift will also help us reduce our fundraising expenses because we know how much we can count on your *Wilderness Guardians* support each month.

Plus, *Wilderness Guardians* members receive ALL Sierra Club benefits, including membership in your local chapter, continued subscription to *Sierra* magazine, discounts in our online store, and the chance to make a difference in guarding the nature we all cherish.

In addition to selected *Wilderness Guardians* privileges, such as digital delivery of all Sierra Club publications, special insider-only conservation updates from our Conservation Director, our exclusive *Wilderness Guardians* newsletter twice a year, you'll receive a FREE copy of our beautiful wall calendar at the end of each year.

As a **special bonus to join today**, you'll also receive the exclusive *Wilderness Guardians* two-piece multi-tool set as our special thank you gift!

Sound good? Here's the best part:

you'll become one of our most dedicated and valued members who have chosen to continue the momentum and accelerate our vital mission.

Visit SierraClub.org/WildernessGuardians to find out more or enroll today!



Recyclable and printed with vegetable-based inks on recycled paper.



Wilderness Guardian Acquisition



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 drinking water, wildlife, and wild places are mounting every day.

The most effective and efficient way to join your voice with 3.8 million Sierra Club supporters is by making a commitment to an affordable monthly gift as a **Wilderness Guardian**. With your monthly support automatically billed to your credit card or checking account, we will be much stronger — together — to defend and preserve our nation's precious resources.

The enclosed Statement of Member Benefits outlines everything that awaits you as a **Wilderness Guardian**. 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
- **Eco-Chic Reusable Bags**, stylish and durable, printed with a nature-inspired pattern and Sierra Club emblem, or
- **Insulated Cooler Tote**, with carrying strap and sewn-in Sierra Club emblem.

You'll also receive many important benefits, including a subscription to the award-winning *Sierra* magazine and membership in your local Sierra Club chapter to put your support right to work in your hometown community. Plus, you'll never have to write a check or find a stamp mail in a payment — **monthly giving is the greenest way to support our efforts!**

You will be on the front lines, 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 everyone, 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 need to join the Sierra Club as a **Wilderness Guardian**. Working together, our members and supporters have achieved an impressive track record of achievements:

- Protecting over 6 million acres of federal land in the last four years
- Closing 302 coal-burning power plants, America's largest polluters
- Defending the first-ever federal controls on methane emissions (84 times as 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)

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Wilderness Guardian ask

You can become a **Wilderness Guardian** for as little as \$5 per month — over 100,000 committed and concerned American environmentalists have already joined our ranks in **the most powerful and effective environmental movement the world has ever seen**.

Despite going up against deep-pocketed industries with billions of dollars like Big Oil, Big Timber, and Big Coal — along with the current anti-environment Trump administration — we take on the big fights... and we win!

We **know** that we can continue to have strong protections on our air and water. We **know** that we can create effective solutions to the climate crisis. We **know** that we can protect our last remaining wild places and iconic wildlife. And we **know** that the future of our loved ones and our very existence are at stake.

Wilderness Guardian ask

Now is the time to take action and show that you're a champion for the environment. Simply complete the enclosed **Wilderness Guardian Activation Form** — including your free gift choice sticker — and return by June 1st to join the Sierra Club to fight together for our wildlife, for our climate, for our planet, and for our future!

Sincerely,

Michael Brune
Michael Brune
Executive Director

Wilderness Guardian ask

P.S. See the enclosed Wilderness Guardian Activation Form for a special Sierra Club Membership offer to **become a powerful voice for change!**

P.P.S. To thank you in advance for your Sierra Club support, I've enclosed a free set of **personalized address labels**, plus a booklet that consists of **two bookmarks, a notepad, a pocket calendar, Wilderness and Remote First Aid Checklist, Wilderness Essentials List, PLUS** valuable resources on how to protect the environment and green living tips.

To put your gift to work immediately to help protect wolves, wildlife and wildlands, visit SierraClub.org/MakeItMonthly to become a Wilderness Guardian today!

Your choice, FREE!



One time Ask

Wilderness Guardian Ask



[Name] and [Name2], choose your FREE gift!

STATEMENT OF WILDERNESS GUARDIAN MEMBERSHIP BENEFITS

BENEFIT DESCRIPTION	AMOUNT
<input checked="" type="checkbox"/> FULL MEMBERSHIP WITH NO EXPIRATION Membership in the nation's largest and most effective grassroots movement.	AS LITTLE AS \$5/MO!
<input checked="" type="checkbox"/> CHOICE OF A FREE SIERRA CLUB GIFT Exploration Daypack, Insulated Cooler Tote, or Eco-Chic Bag Set	FREE
<input checked="" type="checkbox"/> SUBSCRIPTION TO SIERRA MAGAZINE 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"/> PERSONALIZED LABELS & BONUS GIFT A set of personalized address labels, as well as a value book with bookmarks, pocket calendar, notepad, a first aid checklist, and helpful green living tips.	ENCLOSED
<input checked="" type="checkbox"/> SIERRA CLUB ONLINE Access related information through the www.SierraClub.org website.	FREE
<input checked="" type="checkbox"/> MAKING YOUR VOICE HEARD Add your voice to that of 3.8 million Sierra Club members and supporters committed to protecting America's wildlife and wildlands.	BONUS
<input checked="" type="checkbox"/> WILDERNESS GUARDIAN NEWSLETTER*	WILDERNESS Guardian Exclusives EXCLUSIVE
<input checked="" type="checkbox"/> BEST-SELLING WILDERNESS WALL CALENDAR*	WILDERNESS Guardian Exclusives EXCLUSIVE

NEW MEMBER ACTIVATION FORM

Member Name: Mr. Ronald J. Bell
Annual Date: \$5/mo. min
Member Number: 9775633
Signed By: 07/15/20

YES, you can count on me to help protect America's wildlife and wildlands. Enclosed is my first monthly commitment to become a Wilderness Guardian in the amount of: \$5/mo. \$10/mo. \$15/mo. \$20/mo. \$35/mo. \$50/mo. Other \$ _____ (\$5/mo. min.)

Please send the gift I selected using my FREE GIFT CHOICE sticker: Daypack Cooler Tote Eco-Chic Bag Set

Please do NOT send me any free gifts. I'd like Sierra Club to use my entire gift to help protect the environment.

I cannot become a Wilderness Guardian at this time, but I am enclosing a one-time membership gift in the amount of: \$15* \$25 \$35 \$50 \$100 Other \$ _____

[Mr. Ronald J. Bell]
[Name2]
[Marke Team, LLC]
600 Northpark Town Center, Suite 1600
1200 Abernathy Road NE
Atlanta, GA 30328

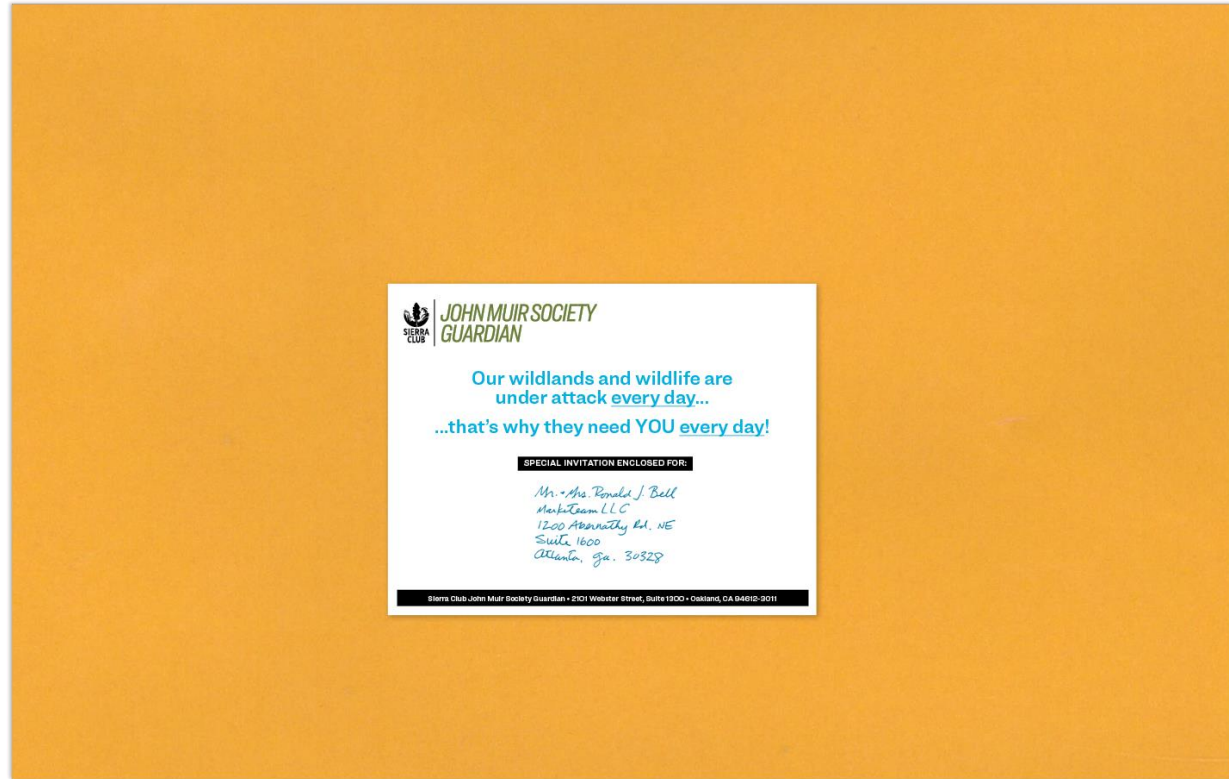
*One-time gifts of \$15 or more ALSO qualify for a FREE GIFT (see above).

See reverse for payment options.

FREE GIFT CHOICE
AFFIX YOUR FREE GIFT CHOICE STICKER HERE

[SOURCE KEY (KEYCODE)] [CUSTOMER Acct#/Finder#]

JMS Guardian Invitation



This is the time when we must take a stand to protect what we value most.

The Sierra Club began when John Muir and a small group of America's first environmental activists banded together to protect what is now Yosemite National Park from greedy industrialists who wanted to open the area to commercial development.

Muir spent his entire life exploring America's wildest places. To him, the outdoors was a cathedral ("God's First Temple...") where he felt closest to nature and the wild spirit that courses through America from sea to shining sea. He dropped out of the University of Wisconsin to attend what he called the "University of the Wilderness." Camped with Ralph Waldo Emerson, spent three days camping in Yosemite with President Teddy Roosevelt, and founded the Sierra Club in 1892 to "make the mountains glad."

As the "Father of our National Parks," Muir served in a multitude of inspiring roles throughout his lifetime: writer, explorer, and environmentalist. Although he died in 1904, his spirit lives on through the Sierra Club and in the heart of everyone who believes one person can make a difference.

Choose to make a difference today and continue the legacy of activism and environmental impact by becoming a John Muir Society Guardian.

BECOME A JOHN MUIR SOCIETY GUARDIAN AND IN THE FOOTSTEPS OF SIERRA CLUB'S FOUNDER

John Muir

Explore, enjoy, and protect the planet.

JOHN MUIR SOCIETY GUARDIAN

Club • 2101 Webster Street, Suite 1300 • Oakland, CA 94612 • 415-977-5500

JOHN MUIR SOCIETY GUARDIAN

Dear [Salutation],

If the events of the past three years of the Trump administration have shown us anything, it's that when it comes to safeguarding the laws that prevent chemicals and other industrial poisons from entering the air we breathe and the water we drink...

...maintaining the regulations that defend our planet from carbon emissions causing the climate crisis...

...and keeping our national parks, monuments, and other unspoiled places safe from the destruction that comes from mining, logging, drilling, and spilling...

...we are completely on our own. **Help is not on the way.**

It's up to committed environmentalists like you and me, [Salutation], to defend our nation's natural heritage and the health of our families. The stakes are that high.

That's why I hope you will take an even greater personal role in the Sierra Club and in our many actions that are protecting our nation and our communities by becoming a Member of the **John Muir Society Guardian** monthly sustainer program.

With a monthly pledge of \$100 or more, you will join other **John Muir Society Guardian Members** determined to accelerate their role to fight back against an administration more concerned with pollution profits than the health of our families and our planet.

Through your regular support, you will take a leadership position in our highly determined inner circle of **John Muir Society Guardian Members**. As we are more powerful *together*, your monthly gifts will work hard *every day* of the year, funding programs that have the highest priority in our work.

I understand that this requires a larger commitment on your part, but there has never been a more crucial time in our nation's history. We need your support to stand up to the Trump administration and its allies who have access to billions of dollars of pollution profits.

In return for your monthly support, you qualify for special **John Muir Society Guardian** benefits, along with exclusive access to the highest levels of the Sierra Club management team. I've included a full listing of those benefits in the enclosed insert.

(over, please)

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JOHN MUIR SOCIETY GUARDIAN INVITATION ACCEPTANCE

TO: Michael Brune, Executive Director, Sierra Club, 2101 Webster Street, Suite 1300, Oakland, CA 94612

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

I will stand up for our air, water, and land by becoming a John Muir Society Guardian Member!

YES, I want to become a John Muir Society Guardian Member by joining the Sierra Club's most dedicated and energized group of environmental activists, determined to stand up for the environment and stop the Trump administration's attack on the values we hold most dearly. You can count on my ongoing monthly support at the following giving level:

\$100/month Other \$ _____/month

I cannot become a John Muir Society Guardian Member at this time, but I would like to support Sierra Club's critical work with a one-time gift of \$ _____

[PROMO] [INDID]

SIERRA CLUB LAPTOP BACKPACK — YOURS FREE!

Become a John Muir Society Guardian Member with a monthly gift of \$100 or more and receive this exclusive **FREE** gift as our thanks for your support!

I have enclosed my monthly gift of \$100 or more, please send my **FREE** gift.

Please do not send the free Sierra Club Laptop Backpack! I'd like Sierra Club to use my entire contribution to help protect the environment.

Please charge my monthly gift one-time gift of \$ _____ to my:

Visa MasterCard AMEX Discover

Card #: _____ Expiration: _____

Signature: _____

To put your gift to work immediately, visit SierraClub.org/JoinJMSGuardian today!

Contributions to Sierra Club are not tax deductible. They support our effective community-based legislative advocacy in furtherance of strong and just environmental protections before Congress and state and local legislatures across the country and our member-based electoral advocacy for environmental champions. Founded by legendary conservationist John Muir in 1892, the Sierra Club is now the nation's largest and most influential grassroots environmental organization, with 3.8 million members and supporters.

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Recyclable and printed with vegetable-based inks on recycled paper.

JOHN MUIR SOCIETY GUARDIAN

OUR MOST IMPORTANT CHALLENGES: Over the past three years, we've witnessed the full scope of the Trump administration's pro-pollution, anti-environment agenda. With only a few months left until the election, it's time to push back as hard as we can. With you on our side, we can accelerate our initiatives to counter these critical challenges.

Defend the laws that protect our nation's air, water, lands, wildlife, and communities

Scott Pruitt resigned in a cloud of scandal, but his replacement, Andrew Wheeler, is even more destructive. Wheeler is a careful bureaucrat who understands how to get things done as he guts the agency he leads, ignores the laws he's supposed to enforce, and allows industries to poison the communities he is meant to protect. Your monthly John Muir Society Guardian support will allow the Sierra Club to defend against legislative attacks from Senate Republicans and to unleash its lawyers to prevent the EPA from rewriting regulations or letting violators off the hook.

Advance clean energy and stop fracking, pipelines, and gas plants

Clean energy jobs — including those from solar, wind, smart grid technology, and battery storage — really

Dear Sierra Club Member,

I hope you will accept our invitation to take a more personal role in our work by becoming a John Muir Society Guardian.

You have already made a powerful impact with your support, but as a member of our monthly Guardian program, your impact will be felt every day, helping the Sierra Club react immediately when urgent issues arise or critical initiatives need to be funded.

We face considerable challenges from fossil fuel companies who have deep pockets, a friendly ear in the White House, and federal agencies determined to look away while they skirt our laws and regulations.

Accepting our John Muir Society Guardian invitation will help even the odds.

As Director of the Sierra Club Concierge Program, I hope I will have the opportunity to act as your liaison to the Sierra Club over the next year. If you have any questions, comments, or concerns, please pick up the phone, send me a text, or email me directly using the contact information on the enclosed business card.

As an environmental activist and father of three young children, I worry about what the future will hold for them if we let this moment in our history slip away. Knowing that dedicated members like you are willing to take an even bigger role in our work makes me that much more optimistic about the world they will inherit from us.

Let me know if I can help in any way.

Cory TenBrink

Recyclable and printed with vegetable-based inks on recycled paper.

Cory TenBrink
Director, Concierge Program

2101 Webster Street, Suite 1300
Oakland, CA 94612
(541) 210-5558
www.SierraClub.org

Cory.TenBrink@sierraclub.org

100% Post Consumer

Maximizing our Credit Recovery Strategies

- DDI is our caging company. ALL they do is monthly donor programs.
- They host our website and charge our cards every month.
- We use account update to update any new cardholder information.
- They review the individual cancel codes; based on those codes and the type of card, they determine when and how often to retry a card.
- Our current card recovery rate is around 66%.

Fraud Prevention – Digital Ads

Malicious actors target non-profit organizations as a way of “cleaning” lists of stolen credit card numbers. To prevent these attempts Sierra Club has put a variety of fraud detection measures in place including:

- Ip address velocity filter – limit the number of transactions allowed from a single Ip address to two per 180 second time span.
- Street address compare filter – more sophisticated criminals will use a bot net or TOR to change ip numbers as a way of getting past the ip address filter. But they will usually keep the street address static. So regularly scan for identical street addresses with different email addresses and ip numbers.
- For organizations offering premiums for a sustainer join – add a “frequency” filter to disallow new joins that have joined and quit in the past 60 days.

Lapsed/Upgrade Campaigns

- We have 2 upgrade campaigns a year. Average upgrade = \$5.65
- We have 3 lapsed programs a year – 17% come back.
- Concierges also call any \$50+ a month donor who lapses 60 days after they lapse. This has been very successful in retaining higher-level donors.

The frequency of our lapsed/upgrade campaigns has been tested to ensure that we do not have donors quit.

Lapsed Wilderness Guardian Concierge Postcard

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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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



Creating More Donor Stewardship

- Acknowledge within 48 hours
- Branded premium
- Monthly E-newsletter
- Quarterly hard-copy newsletter that focuses on donors – not the Sierra Club
- Concierge outreach to \$50+ monthly donors
- Member portal where they can make changes on their own
- Annual member survey

Quarterly Print Newsletter

2020
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.

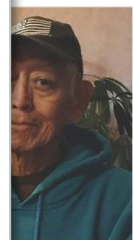
Following his lead, we'd also like to use this newsletter to introduce one of the next generation: six-year-old Layla. Encouraged by her parents and her teacher, Layla has a commitment to nature that is founded in hope.

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

Robert



by Sara Dillon.

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ssues have been makers," Tohe the snow-making ow they're

ervation boom, Tohe od with a clean real hardships. it and go to e some of the " 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

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,

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erque, intending minute he tional Indian shington, DC, to t works. "The is, "was to have i, learn how a t gets passed, I budgeted—all

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

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." - Sr. 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?

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

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

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.

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.

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Sierra page at:

Sierra Lens

he Ray of Hope. For ivo one of those b Director Ansel otography. Former otography book e's majesty and be

han 70 countries, and Dave when he shared

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.

Community members who opposed it were 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

by Dave Souerwine



January 2013

outsider. "The t as a job creator " Tohe says, "but ts and dangers ... much educational presentation in picture."

ification project orations, ve industries never he says. "You have s again and again."

"won again and 6-year career and the purview of includes beating on's attempts to

downsize national monuments to make way for 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



Dead Horse Point State Park north of Canyonlands National Park and Bears Ears National Monument, Utah
Sunrise in April 2019

Donor Advised Funds at Sierra Club Foundation

Remember Layla's great-uncle Dan? He called Robert on the concierge team because he wanted to donate to Layla's Team Sierra page from his Donor Advised Fund. We're so glad he called. First, we got to learn about Layla and share her story with you. Second, that's what the concierge team is here for. If you have questions, the concierge team either has answers or some homework to do. We also have cool bags and extra calendars and tax receipts if you need them.

In Dan's case, a Donor Advised Fund wouldn't work. Why? Layla's Team Sierra effort raises non-charitable funds for the Sierra Club. Donor Advised Funds (DAFs) are for charitable organizations. Instead, he gave directly to Layla's Team Sierra page.

Directing your Donor Advised Fund

For those of you who would like to direct your Donor Advised Fund or a Qualified Charitable Contribution to the Sierra Club, we have some information for you. We'll help you understand how the process works and how our Donor Advised Fund having members.

Only Sierra Club Foundation is eligible. Donor Advised Funds at other organizations are greatly appreciated.

Thank you for supporting hope for our future.

Summer Newsletter
2020

SIERRA CLUB

shawna.wagner@sierraclub.org 563-202-4235 Serving everyone else from Alaska to Alabama Shawna Wagner	robert.kowsalik@sierraclub.org 323-388-6626 Serving East Coast Donors Robert Kowsalik	cory.tenbrink@sierraclub.org 641-277-4294 Serving West Coast Donors Cory Tenbrink
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Have a question, comment, or your own story to share? Call, text, or email your personal concierge.

EXPLORE. ENJOY. PROTECT.



Creating New Monthly Giving Groups

- 61 Chapters have their own monthly giving program
- The Sierra Club Foundation
- PAC – Sierra Club Political Committee
- SCIA – Sierra Club Independent Action
- ICO – Sierra Club Inter Cities Outings Program

All of these are hosted by DDI and all benefit from the learning of “all hands on deck” committee!

QUESTIONS?

Vicky Barrett-Putnam

Senior Director, Donor Development & Acquisition Strategies

vicky.barrett-putnam@sierraclub.org

(252) 964-3553

