



**National
Park Foundation**™

The Donor Journey

Lori Held

Senior Director, Direct Response

MISSION

TO GENERATE PRIVATE SUPPORT AND BUILD STRATEGIC PARTNERSHIPS TO PROTECT AND ENHANCE AMERICA'S NATIONAL PARKS FOR PRESENT AND FUTURE GENERATIONS.

New Donor Welcome (weekly)



1110 Vermont Ave, NW • Suite 200 • Washington, DC 20005

Welcome to the National Park Foundation

John Q. Sample
President
Sample Industries
123 Main Street
Anytown, State 12345-6789

Your special thank-you gift enclosed!



THANK YOU!

March 15, 2023

John Q. Sample
President
Sample Industries
123 Main Street
Anytown, State 12345-6789

Dear Mr. Sample,

I want to personally welcome you as the newest supporter of the National Park Foundation and thank you for your generous donation of \$100, which we received on 01/15/23.

We know how much the parks mean to you and how they can be a place of solace and hope for many. We THANK YOU for your support to help enrich our parks, now and for generations to come! We are incredibly grateful to have you to turn to.

As a small token of our appreciation, I have enclosed a special National Park Foundation decal. Please display it proudly, and use it to inspire others to contribute to, visit, and enjoy America's great parks, too.

With every new supporter we welcome, the work of the National Park Foundation is strengthened. As the official nonprofit partner to the National Park Service, we support more than 400 national parks.

Your gift enables work such as **PROTECTING** the national parks that we all enjoy, like Yellowstone, Yosemite, Great Smoky Mountains, and National Mall & Memorial Parks.

And **CONNECTING** everyone with our incomparable natural landscapes, rich history, and vibrant culture. Our national parks tell America's remarkable story... from Grand Canyon National Park to Martin Luther King, Jr. National Historical Park.

America's parks are America.

Once again, Mr. Sample, thank you for helping us preserve and protect America's national parks.

Sincerely,
Lori Held
Lori Held
Director, Donor Support

The National Park Foundation is a 501 (c) 3 non-profit organization. All gifts to the National Park Foundation are considered tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your generous financial donation. The National Park Foundation Tax Identification number is: 52-1086761

1500 K Street NW • Suite 700 • Washington, DC 20005 • 1.888.GOPARKS (1-888-467-2757) • www.nationalparks.org

A Special Gift to Preserve and Protect this Precious Legacy

I want to help the National Park Foundation safeguard the natural landscapes, rich history, and vibrant culture of our amazing national parks for generations to come. Here's an additional tax-deductible contribution of:

\$35 \$50 \$100 Other \$ _____

I'd like to do more. Please make me the newest monthly NPF supporter with a gift of \$ _____ / month. (See over for more details.)

John Q. Sample
President
Sample Industries
123 Main Street
Anytown, State 12345-6789



Give Immediately Online At:
www.nationalparks.org/ThankYou

Please make your check payable to the National Park Foundation, and return it with this form in the enclosed envelope. See reverse to change your gift or make a monthly commitment. Thank you.

From: _____

19D00DKN

PLEASE PLACE STAMP HERE



National Park Foundation.
P.O. BOX 17394
BALTIMORE, MD 21297-1394



New Donor Welcome (monthly)



WELCOME

John Q. Sample
Sample Industries
123 Main Street
Anytown, State 12345-678

Dear John,

Welcome to the National Park Foundation family of supporters!

You are now part of a proud legacy that dates back more than a century when people first recognized our country's special places needed to be protected and preserved, for all of us and for all time.

By contributing to the National Park Foundation, you have done more than admire the beauty and importance of these treasures; you have stepped forward to make a real impact on their preservation, accessibility, and future.

As you probably know, our more than 400 national parks go beyond iconic landscapes. They include historic battlefields and the homes of presidents. They preserve the sites where ancient peoples lived and harbor memorials to more recent events. They are located in cities and remote locations, in every state, the District of Columbia, American Samoa, Guam, Puerto Rico, and the Virgin Islands.

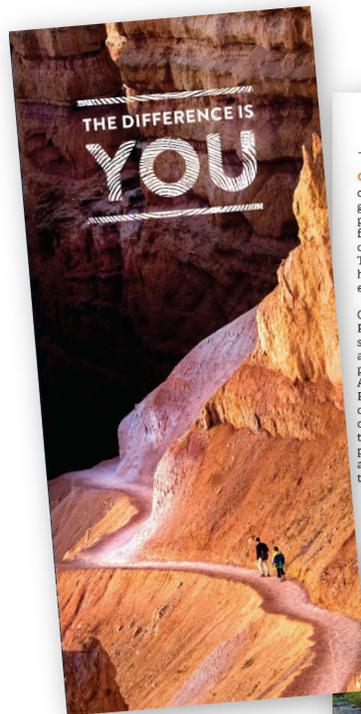
Congress chartered the National Park Foundation to be the official nonprofit partner of the National Park Service. But individuals like you are so important to everything we do.

Your support, joined with the contributions of other committed National Park Foundation members, helps us fulfill our mission to protect our national parks and connect all people to them.

With your help, we restore habitat for native wildlife and plant species. We preserve places where pivotal moments in history took place. We create new ways to welcome the next generations of national park lovers. And, we help address backlogged maintenance projects and other needs of the National Park Service.

(over, please)

1500 K Street NW • Suite 700 • Washington, DC 20005 • 1.888.GOPARKS • 202.796.2509 fax • www.nationalparks.org



ABOUT US

OUR NATIONAL PARKS TELL THE STORY

of America and the story of us. From our geography, our lands, our culture, and our people, they embody the essence of a nation forged by the powerful forces of nature, the chronicles of conflict, and a spirit of innovation. They document our country's milestones and hold them in perpetuity for the enjoyment and enlightenment of generations to come.

Chartered by Congress in 1967, the National Park Foundation carries on the legacy of citizen support that established our parks more than a century ago and took the necessary steps to protect them for all time and every generation. As the official nonprofit partner of the National Park Service, we build and nurture a growing community of enthusiasts who recognize that our parks need the support of all who love them. Your gifts fund innovative and hands-on programs to protect park lands, wildlife, waters, and infrastructure, and connect more people to these special places.



PROTECT

REVITALIZE PARK TRAILS

With support from the National Park Foundation, young people working alongside experienced crew members will remove fallen trees and encroaching vegetation from Olympic National Park's Cameron Creek Trail, making it safer and more accessible for everyone.

PRESERVE HISTORIC PLACES

Camp Nelson National Monument, established as a Union supply depot and hospital during the Civil War, became a recruitment and training center for African American soldiers, and a refuge camp for their families. National Park Foundation supporters helped facilitate the donation of the 380-acre historic site to the National Park Service.

SUPPORT CONSERVATION

At **Yellowstone National Park**, the National Park Foundation has helped fund a long-term research project that is exploring the impact of the reintroduction of wolves on the entire Yellowstone ecosystem. Results from the project have already contributed to human understanding of wolf ecology worldwide.



CONNECT

REACHING OUT TO PARK NEIGHBORS

At **Assateague Island National Seashore**, families from underserved gateway communities will learn how to camp, put up a tent, and cook on a campfire. With funding from the National Park Foundation, activities like these encourage new visitors to discover the national parks in their neighborhoods.

TRAILS FOR ALL

Thanks to a National Park Foundation grant, students and teachers from the Arizona School for the Deaf and Blind, blind members of the Native American community, and others will influence new exhibits along the **Juan Bautista de Anza National Historic Trail** to engage people with varying levels of hearing, sight, and mobility.

GROWING TOMORROW'S SCIENTISTS

With support from the National Park Foundation, **Jean Lafitte National Historical Park and Preserve** implemented the **Living Downriver** project, which engages high school students in field-based science inquiry, while deepening their understanding of how the Barataria-Terrebonne Estuary impacts their daily lives.



1500 K Street NW, Suite 700
Washington, DC 20005

John Q. Sample
Sample Industries
123 Main Street
Anytown, State 12345-6789
[Barcode]

Welcome
TO THE
National Park
Foundation Family



23D00DW1

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 2065 BALTIMORE MD

POSTAGE WILL BE PAID BY ADDRESSEE

NATIONAL PARK FOUNDATION
P.O. BOX 17394
BALTIMORE, MD 21298-9450



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



New Sustainer Welcome (monthly)



Friends of NPF

Dear John,

Welcome to *Friends of NPF*!

We are honored that you decided to turn your passion for America's unique beauty, history, and culture into a sustained commitment to our glorious national parks.

Every person who contributes to the National Park Foundation is making a difference for our parks. But, by making monthly contributions, you are that special friend who — like the visionaries who first created the national parks — has acted boldly to ensure these treasures will be preserved for all people and for all time.

Each month, your generosity will provide resources critical to the work of the National Park Foundation. In fact, I created the enclosed brochure to give you a sample of the types of projects and programs your monthly gifts can help make possible.

While we cannot possibly thank you enough for your commitment and your vision, I hope you will enjoy the enclosed bumper sticker as a symbol of our deep appreciation for your exceptional support as a *Friend of NPF*.

I also want to encourage you to explore the many resources available on our website, nationalparks.org. You will find abundant tools, blog posts, images, articles, and other great content to fuel your imagination and guide your own in-person or virtual national park adventures. Please remember to recreate responsibly if you venture out to a park.

You will also receive **GoParks**, our monthly e-newsletter. I know you'll enjoy getting the latest National Park Foundation news, park profiles, travel features, and much more.

Next time you visit your favorite national park or discover a new park destination, I hope you will feel joy in knowing that every month you, as a *Friend of NPF*, are making a real, positive, and impactful difference for America's best idea.

With my sincere thanks,

Nicole Engdahl
Senior Vice President
Planned and Annual Giving

P.S. As a *Friend of NPF*, we would like to extend to you a special discount promotion when you shop at store.findyourpark.com. Simply enter the code **NPFfriend** when checking out to receive a 10% discount. Thank you for all you do to help national parks!

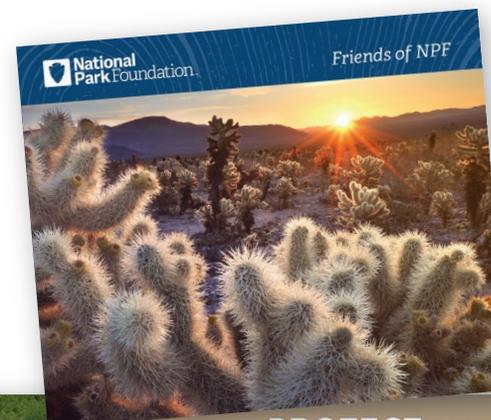
1500 K Street NW • Suite 700 • Washington, DC 20005 • www.nationalparks.org • friends@nationalparks.org



1500 K Street NW, Suite 700
Washington, DC 20005

Friends of NPF

Welcome!
A gift for you is enclosed



Newsletters (monthly) & member cards (annual)



One-Year Anniversary Card (monthly)



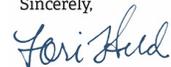
Dear John,

Congratulations — and thank you! It's your first-year anniversary as a member of the National Park Foundation family and we're so grateful you have joined us.

We have accomplished so much this past year thanks to the dedication of friends like you.

Thank you for your support of our work to protect national parks and connect all people to them.

Sincerely,



Lori Held
Director, Donor Support

National Park Foundation
1500 K Street NW, Suite 700
Washington, DC 20005

*John L. Sample
President
Sample Industries
123 Main Street
Anytown, State 12345-6789*

Thank you.



Multi-Year Anniversary Card (January)

Thank you for your devotion to our parks!

John Q. Sample
President
Sample Industries
123 Main Street
Anytown, State 12345-6789



Tinted with colors too numerous and subtle to name, the whimsically arranged hoodoos of Bryce Canyon National Park create a wondrous landscape of mazes, offering some of the most exciting and memorable walks and hikes imaginable.

Dear John,

This year marks [five/ten] years of your loyal and steadfast commitment to the National Park Foundation. From the bottom of our hearts — thank you.

Anniversaries are often celebrated with gifts of silver, bronze, and sometimes even wood. We see the impact of your generosity in the national parks we all cherish — in the silver waters of rushing rivers, the bronze of awe-inspiring monuments, and the wood of verdant forests.

While words cannot begin to capture how much you have done for our parks, let me say simply, but sincerely, how grateful we are for your dedication and generosity. You are a true friend.

As a small token of our appreciation, I am enclosing a photograph of **Bryce Canyon National Park**. Celebrating its 100th anniversary as a national park in 2023, Bryce's magical landscape is filled with red rocks, pink cliffs, and endless vistas.

Famous for its geology, its collection of hoodoos (irregular columns of rock) forms the largest concentration of these otherworldly spires on the planet. Visitors can see them in the park's gigantic horseshoe-shaped amphitheaters, carved from the Paunsaugunt Plateau in southern Utah by erosion.

Days at Bryce Canyon offer panoramic views of three states. Nights are equally awe-inspiring, with unparalleled opportunities for stargazing.

You help protect Bryce Canyon and all of our 423 national parks. And you connect people of all ages, abilities, and identities to our land and shared history.

With my deepest appreciation,

With my deepest appreciation,

Nicole

Dear John,

Anniversaries are often celebrated with gifts of silver, bronze, and even wood. This year is no exception: it marks many years of your loyal and steadfast commitment to the National Park Foundation.

We see the impact of your generosity in the national parks we all cherish — in the silver waters of rushing rivers, the bronze of awe-inspiring monuments, and the wood of verdant forests.

While words cannot begin to capture how much you have done for our parks, let me say simply, but sincerely, how grateful we are for your dedication and generosity. You are a true friend.

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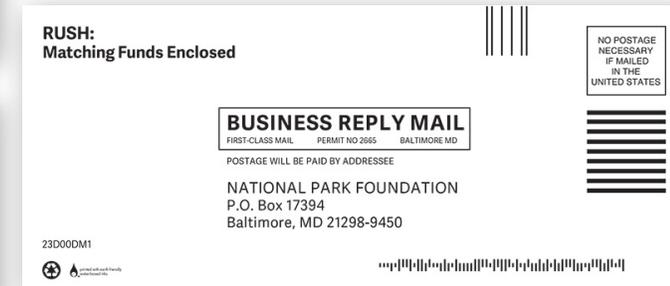
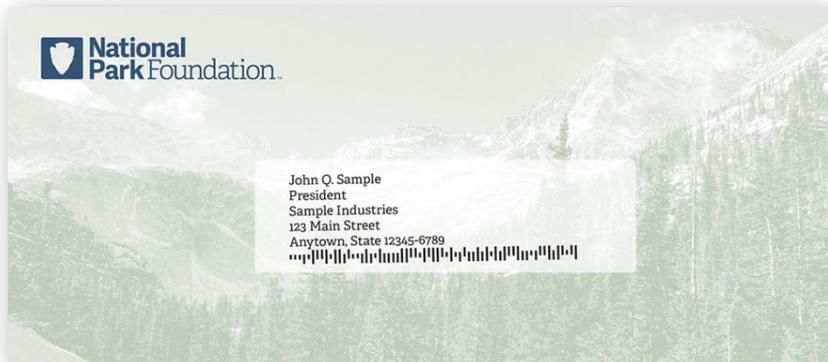
You help protect Bryce Canyon and all of our 423 national parks. And you connect people of all ages, abilities, and identities to our land and shared history.

Thank you for your incredible devotion to our national parks.

With my deepest appreciation,

Nicole

Holiday Card (December w/soft ask)



Calendar (July)



Cultivation letter with no ask
\$250-999 active donors
Friends monthly donors
\$1000+ Champions Society
1916 Legacy Society



JULY
Did you know that the namesake saguaros of the park are the largest cactus species in the United States? Some can grow to be 50 feet tall and may live over 200 years! Adult saguaros bloom in the spring, adorning themselves in a wealth of beautiful white flowers. Visit the park to see these amazing cacti for yourself.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
JUNE 2023 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	AUGUST 2023 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31					1	
2	3	4 <small>Independence Day</small>	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
	30	31					

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Thank You Call (twice a year)

January Renewal One Results
Not Reached: 7.66% response
Voice Mail: 9.60%
Live Thank You: 9.64%



Telemarketing Thank You Call



Hello, may I speak with **Salutation**, please? Hello, this is **Caller Name**, calling on behalf of the National Park Foundation. This is not a fundraising call, but we DO want to thank you so much for your recent gift to the National Park Foundation and make sure you feel welcomed to the NPF family. Your generosity will help us protect America's most cherished national treasures. So again, thank you.

While I have you on the phone, I was hoping we could get your feedback today on two brief questions. It will only take a moment of your time and help us start to get to know you.

The first question is: *How recently was your last visit to a national park?*

- Today
- Last week
- A few weeks ago
- Last month
- A while ago
- Other (*Acknowledge/Record Answer*)

Appreciate you sharing. The second question is: *What is your favorite activity to do at the parks?*

- Camping
- Sight-seeing
- Boating
- Hiking
- *Special events*
- Other (*Acknowledge/Record Answer*)

Thank you so much for your feedback, **Salutation** and for helping to preserve our most cherished national treasures. If you have any questions, please don't hesitate to call NPF Member Services at 1.888.GOPARKS. Have a great day.



Champions Society Thanksgiving Card (\$1000+)



During this season of gratitude, the National Park Foundation is thankful for all you do for our national parks. May your Thanksgiving be full of warmth, peace, and happiness.

— Your National Parks family



1500 K Street NW
Suite 700
Washington, DC 20005



John A. Sample
Sample Industries
123 Main Street
Anytown, State
12345-6789



Dear John,

We want to take a moment to say thank you for your steadfast and generous support.

Your generosity as a Champions Society member helps our parks remain as one of our nation's most treasured achievements. Together, we are preserving our heritage and inspiring the next generation of park stewards.

On behalf of all of us at the National Park Foundation, we wish you a very happy and healthy holiday season.

With gratitude,

Nicole Engdahl
Sr. Vice President, Planned & Annual Giving

Ashley Haas
Coordinator, Annual Giving

We've enclosed a small token of appreciation as thanks for your generosity. Happy Thanksgiving!

New Donor Lift Note



1500 K Street NW • Suite 700 • Washington, DC 20005

2023 Plan for Parks Enclosed for:

John Q. Sample
President
Sample Industries
123 Main Street
Anytown, State 12345-6789



*John,
your year-end gift strengthens parks
in Michigan and across the country.*

November 2022

Dear John,

Safeguarding our magnificent national parks' legacy is no small feat.

Our parks are home to red rock canyons, rivers of grass, and ancient forests teeming with wildlife. They preserve ancient pueblos, solemn battlefields, and awe-inspiring historic sites.

We must protect them.

Parks are our common treasure and our shared responsibility.

You have helped sustain these special places, and I want you to know how grateful I am for your commitment and generosity. As a member of the National Park Foundation, you are truly a champion of the national parks.

That's why I am sending you an early look at our 2023 Plan for Parks. The programs and projects you'll read about in this letter will show you the range of endeavors we have planned for

Plan for Parks

From helping landscapes recover from the impacts of a changing climate and protect habitats for endangered wildlife, to restoring trails and making parks more accessible, the plan offers critical opportunities to make a positive difference for our national parks. And I hope inspire you to make a special contribution today.

Please support our national parks and our 2023 Plan for Parks with a generous year-end gift of \$35, \$50, \$100, or more.

As you consider your gift, I encourage you to think of a past park visit or look ahead to the parks that's on your bucket list. Remember how it felt to lace up your hiking boots, breathe fresh air, and feel the one-of-a-kind sensation that parks ignite in our hearts and souls. Then, tell me the reasons that you love our parks into the reasons that you give to support them today.

Plan to Protect

Protecting our parks lies at the heart of the shared missions of the National Park Foundation and the National Park Service. From the rugged waters flowing through the deep canyons of **New River Gorge Park and Preserve** and the sunset sounds of birds in **Big Thicket National Preserve** to the ancient cliff dwellings of **Mesa Verde National Park** and the epicenter of the struggle for women's rights at **Belmont-Paul Women's Equality National Monument** ... more than 400 parks encompass wonders that can never be replaced.

The National Park Service has been funded by the federal government for more than a century, but protecting these places has never been the work of government alone. Private philanthropy has always played a critical role in safeguarding and improving our parks.

(over, please)

1500 K Street NW • Suite 700 • Washington, DC 20005 • 1.888.GOPARKS • 202.796.2509 fax • www.nationalparks.org

2023 PLAN FOR PARKS

Yes, I want to do my part to protect the parks for future generations. Please use my support to realize the vision in the 2023 Plan for Parks. I am enclosing my tax-deductible gift of:

\$35 \$50 \$100 Other \$ _____

John Q. Sample
President
Sample Industries
123 Main Street
Anytown, State 12345-6789



1500 K Street NW • Suite 700 • Washington, DC 20005

Give immediately online at:
www.nationalparks.org/plan

Please make your check payable to the National Park Foundation, and return it with this form in the enclosed envelope. See reverse to charge your gift.

Lori Held



Dear National Park Foundation Supporter,

Thank you! We're thrilled you chose to join the National Park Foundation community in 2022. Please know that your generosity is hard at work protecting parks in every state, the District of Columbia, American Samoa, Guam, Puerto Rico, and the Virgin Islands.

By supporting the National Park Foundation, you help restore critical habitats, preserve our treasured historic and shared cultural landmarks, and ensure all people can discover and nurture their personal connection to our national parks. You'll also inspire young people to follow in your footsteps as stewards of these special places.

This is the powerful role you play as one of our newest supporters. I invite you to take a moment to read the accompanying letter from Nicole Engdahl. She will tell you about the critical projects we're working on in 2023.

If you can, I also hope you will continue supporting our shared mission of protecting and preserving our irreplaceable national parks by going above and beyond your recent gift. Your added generosity makes a world of difference.

Thank you for your steadfast commitment to our national parks!

Lori Held
Lori Held
Senior Director

From: _____

Thank you for your support!

NATIONAL PARK FOUNDATION
P.O. BOX 17394
BALTIMORE, MD 21297-1394

23D00DM1



PLEASE
PLACE
STAMP
HERE



Achieving (and measuring) Success

Goal setting

Desired experience

Key touchpoints

Utilize existing collateral

Trade offs

Retention

Upgrading/Downgrading

Donor feedback

Continued analysis and testing

THANK YOU !

QUESTIONS OR COMMENTS?