

SAMPLE LETTER 1

Dear *(insert name)*,

I'm writing to ask for your support for a very special goal—to help raise money to support Mohonk Preserve's mission and to preserve over 8,000 acres of the Shawangunk Mountains region, which the Nature Conservancy has described as "one of Earth's last great places."

I'm *(running/hiking)* for Rock The Ridge! A 50-Mile, 24-Hour Endurance Challenge on May 6, 2017 at Mohonk Preserve and I ask you to donate to my fundraiser.

Please support me with a donation. It's simple, fast, and supports a great cause! Please visit <http://www.crowdrise.com/YOUR-FUNDRAISING-PAGE-URL> and donate.

Your tax-deductible gift will make a real difference in protecting the Shawangunk Mountains region and inspiring people to care for, enjoy, and explore their natural world.

Any amount, great or small, helps Mohonk Preserve and supports their commitment to land stewardship and conservation.

Thank you in advance for your support.
Sincerely,

(Your name)

SAMPLE LETTER 2

Dear *(insert name)*,

I just signed up for the Rock The Ridge, a 50-mile endurance challenge and environmental fundraiser set in the natural beauty of the Mohonk Preserve, a nonprofit nature preserve just 90 miles north of New York City in the Hudson Valley.

Not only will I be training like crazy for the challenge, I'm going to leverage all that hard work to raise money to support Mohonk Preserve's mission and to preserve over 8,000 acres of the Shawangunk Mountains region, which the Nature Conservancy has described as "one of Earth's last great places."

I'm reaching out to everyone I know to help me raise [YOUR FUNDRAISING GOAL] for this cause. Any amount you can give will help and would be greatly appreciated!

Just visit <http://www.crowdrise.com/YOUR-FUNDRAISING-PAGE-URL> to check out my fundraiser and click the big donate button. Please give what you can. I promise it will only take you a few seconds.

Here are a few quick facts about Mohonk Preserve:

- **Protects** the Shawangunk ecosystem through land management practices based on sound ecological research;
- **Preserves** the cultural landscape in harmony with its history and heritage;
- Provides education for children and adults that increase their understanding of the relationships between themselves and nature;
- **Promotes** responsible recreation and quiet enjoyment of the land in keeping with its fragility, serenity, and natural beauty.

Thanks so much for your support!

(your name)

SAMPLE LETTER 3

Dear *(insert name)*,

On May 6th I will be participating in the Rock the Ridge 50-mile Endurance Challenge with two goals: to finish the full 50-miles and to raise money for the Mohonk Preserve, an important nonprofit land preservation organization in Ulster County, NY.

Because of the Preserve's work, over 8,000 acres on the beautiful Shawangunk Mountains region have been protected and are being responsibly managed. The Nature Conservancy has named the Shawangunks "one of the earth's last great places." I'm reaching out to my friends and family to support this amazing organization and help me raise **[YOUR FUNDRAISING GOAL]** to support their mission, to protect the Shawangunk Mountains region and inspire people to care for, enjoy, and explore their natural world.

Just visit <http://www.crowdrise.com/YOUR-FUNDRAISING-PAGE-URL> to help with this effort. Your donation, no matter the size, will go far to support Mohonk Preserve's commitment to land stewardship and conservation.

Here are a few quick facts about Mohonk Preserve:

- **Protects** the Shawangunk ecosystem through land management practices based on sound ecological research;
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- Provides education for children and adults that increase their understanding of the relationships between themselves and nature;
- **Promotes** responsible recreation and quiet enjoyment of the land in keeping with its fragility, serenity, and natural beauty.

With warm regards and deep appreciation for your support,

(your name)