



CHESAPEAKE BAY FOUNDATION

Saving a National Treasure

PHILIP MERRILL ENVIRONMENTAL CENTER
6 HERNDON AVENUE | ANNAPOLIS, MD 21403

Welcome!
New Member Materials Enclosed for:

Mr. John Q. Sample
1234 Main St-New
Maywood, NJ 07607-1241



CBF Member Benefits:

- ✓ Free *Save the Bay* magazine subscription
- ✓ Annual CBF Year-in-Review update
- ✓ *Save the Bay* bumper sticker
- ✓ 10% discount on CBF gear at cbfshop.com
- ✓ Opportunities for on-the-water experiences
- ✓ Satisfaction – you've helped save the Bay!



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WELCOME TO THE CHESAPEAKE BAY FOUNDATION!

Mr. John Q. Sample
1234 Main St-New
Maywood, NJ 07607-1241



CHESAPEAKE BAY FOUNDATION
Saving a National Treasure



February 19, 2020

Dear Mr. Sample,

Welcome aboard! As our newest member, I want to personally thank you for generously donating to the Chesapeake Bay Foundation (CBF)!

Your gift of \$35.00 was received on 2/12/2020 and is already helping support our education, restoration, advocacy, and litigation programs. As a token of our thanks, we've included our signature *Save the Bay* bumper sticker, member decal, and personalized membership card. You'll also see a membership guide, which has contact information for our watershed locations and other details about your CBF membership.

As a member, you're an integral part of our Bay-saving efforts. To keep you updated on our progress, you will receive regular communications about CBF's activities and achievements. To thank you for your support, you will also receive invitations to join us on Bay Discovery field trips at a discounted members-only rate (visit cbf.org/discovery for more information) and a 10% discount on CBF gear at our online store. Just visit cbfshop.com and enter promo code "member" at checkout.

Your support enables CBF to fulfill our critical mission to save the Bay. Together, we'll plant millions of oysters this year, provide life-changing environmental education to tens of thousands of students, build public support for Bay restoration, and serve as a voice for the Bay and its wildlife. With your

(over, please)

5 Simple Steps to Save the Bay!

When it comes to saving the Bay we're all part of the solution — and your actions matter! Here are 5 actions you can take to help Save the Bay.

- 1. Scoop it!** Cleaning up after your pets not only helps keep your neighbors happy — it also keeps harmful nutrients and bacteria out of waterways.
- 2. Flush smart.** Repair all plumbing leaks to reduce water waste, and if you have a septic field, make sure it's serviced regularly. Failing systems can leak into the groundwater, and that's no way to treat the Bay.
- 3. Practice safe disposal.** Oils, paints, cleaners, and drugs should never be flushed down a drain. Check

with your local government or waste-management service about how to dispose of these properly.

- 4. Drive deliberately.** One quarter of all nitrogen entering the Bay comes from air pollution, and cars are a big contributor. The less we all drive, by consolidating trips or carpooling, the cleaner the Bay will be.
- 5. Make your yard Bay-friendly.** Farmers aren't the only ones who can limit harmful runoff. The less you use chemical fertilizers, herbicides, and pesticides, the better it is for the Bay. And remember, native plants use less water, require less care to stay healthy and beautiful, and are more likely to attract birds and butterflies.

membership, you've joined our efforts today to create a cleaner environment tomorrow — and we couldn't do it without you.

Please consider joining our Chesapeake Guardian monthly giving program today so the impact of your gift can go even further. With a monthly contribution, we can continue our work to ensure that the greatest environmental success story ever, happens right here at home. Visit cbf.org/guardians to learn more.

If you have any questions now or in the future, please contact CBF's Membership Department at member@cbf.org or 1/888-SAVEBAY (728-3229). Thank you again for joining the fight to Save the Bay!

Sincerely,



Danielle Green
Director of Membership

P.S. I hope you will take time to fill out a brief survey, which I've enclosed. Hearing first-hand information from our members will not only help us serve you better — it will help us save the Bay!

P.P.S. CBF's programs are funded mostly by individual donors like you — and your impact can go even further when you become a monthly giver in our Chesapeake Guardian program. It's the greenest way to give!

** if gift is \$25 or more.*

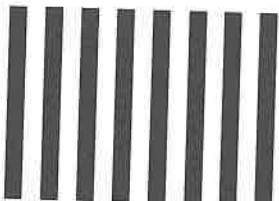


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*Your first class stamp
will help save funds
needed to Save the Bay.
Thank you!*



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Imagine
clean
water...

A Saved Bay is
Worth the Investment.



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PHOTO CREDITS: Left to right: Margaret Sentman, Nikki Davis, Chuck Epes/CBF Staff, Nikki Davis, Gilpin Brown, Flap: Bob Quinn



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MEMBER SURVEY

PHILIP MERRILL ENVIRONMENTAL CENTER | 6 HERNDON AVENUE | ANNAPOLIS, MD 21403 | CBF.ORG

PREPARED FOR:

Member ID: CON-123456

Mr. John Q. Sample
1234 Main St-New
Maywood, NJ 07607-1241

Your generosity as a Chesapeake Bay Foundation member makes you a leader in our fight to save the Bay – a national treasure – and restore it to its former health and beauty. Please let us know what issues matter to you most by completing and returning this brief survey.

Thank you!

- 1** Why do you support the Chesapeake Bay Foundation? (check all that apply)
- To preserve and save a national treasure
 - To restore water and air quality to the watershed's 18 million residents
 - To create a cleaner environment for future generations

- 5** How important is it to advocate for federal funding for the Bay, as well as on the state and local levels?
- Not important
 - Slightly important
 - No opinion
 - Fairly important
 - Extremely important

SAVE THE BAY



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CHESAPEAKE BAY FOUNDATION

MICHAEL ROANE

Membership Guide



CHESAPEAKE BAY FOUNDATION
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MEMBER

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