

November 18, 2013

Ms. Pamela Grow

Dear Ms. Grow,

Just this morning as I was walking on our local wetland trail, I was surrounded by tamaracks – glowing gold in a final fall blaze just as the first snowflakes are flying. They took my breath away! I didn't fumble for my phone to take a grainy and forgettable picture. I didn't reach for a pencil to jot down the date in my notebook.

Actually, I thought of you.

For over 80 years, and because of members like you, Ontario Nature has been a voice for nature. Our members include people of all ages and backgrounds who share a love of nature – in our backyards, our boreal forest and beyond.

I'm writing to you because we miss you. We haven't heard from you in some time so I'm reaching out to connect with you. Our members are the heart and soul of Ontario Nature. We only succeed in our mission to protect Ontario's wild species and wild spaces because of people like you. We want you back!

This is your Ontario Nature. As naturalists, we are active people. Probably every week, you get out and enjoy nature. Or at least you wish you did! Ontario Nature is an active organization, and our members take action every single day to save nature in Ontario.

I'm going to share with you some specific examples of recent accomplishments made possible because of our members. Please, take a moment to reflect on the impact you can have if you come back to Ontario Nature.

We are taking action to save species you love.

Our laws to protect nature are under fire. Last spring, our government almost gutted the Endangered Species Act. Our members wrote letters, called their MPPs and we raised our voices. Together, we convinced the government to remove the most damaging changes. Today, this issue is back and this fight is not over. We must

you and other members have fought for and won.

We are taking action to protect wild spaces you explore.

Hand-in-hand with saving vulnerable species is protecting their habitat. Ontario Nature has the largest system of member-owned nature reserves in Ontario. That's right – these are YOUR nature reserves! Together, we've protected 24 reserves, and our 2 newest are the Reilly Bird Nature Reserve in the Upper Ottawa Valley and the Sauble Falls Nature Reserve on Lake Huron.

We are taking action to connect kids (of all ages) to nature.

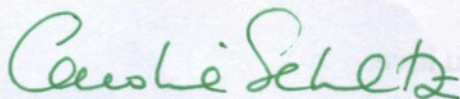
Connecting people to nature has been at the heart of Ontario Nature since we were founded in the 1930s. We are actively inspiring and encouraging all Ontarians to get out and explore our reserves and to grow a love of nature. Through our Nature Guardians program for kids, more than 700 kids are getting out to explore nature and last year they planted more than 500 trees!

These are just some of the ways we take action for nature. But we can't do any of these things without our members. Without you. Will you come back to Ontario Nature?

As I said earlier in my letter, this is your Ontario Nature. I want you to choose to support us again. I want you to feel invigorated by your decision to renew your membership. And I want to hear about what matters to you. You'll see on the enclosed form that there is a space for you to tell us what you think and feel.

Thank you for reading my letter today. I hope you will consider coming back to us. As you'll see on the form we haven't suggested how much to give to renew your membership. That's up to you. You can define exactly how you want to hear from us and connect with us. There are many different paths leading to Ontario Nature – I hope you will choose to join us once again.

Yours for nature,



Caroline Schultz
Executive Director

Ms. Pamela Grow



Welcome Back to your **Ontario Nature**, Ms. Grow!

Your renewed membership today helps save wild species you love and protect wild spaces you explore.

I'll renew my membership with my gift of \$_____

I have enclosed a cheque payable to **Ontario Nature** OR

I prefer to pay by credit card. Please charge my:

VISA ☐ MasterCard ☐ AMEX ☐

Cardholder's Name: _____

Card Number: _____

Expiry: _____

Signature: _____

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(If you renew your membership with a gift of \$50 or more you will receive our award-winning *ON Nature* magazine, exclusive to Ontario Nature members!)



We would be happy to give you a call or send you an email if you prefer. You tell us! We want to hear what it will take to bring you back to Ontario Nature.

☐ Please give me a call to discuss my support of Ontario Nature.

My phone number is: _____

and the best time to reach me is _____

☐ Please send me an e-mail. My email address is: _____

continued on back...

I will renew my support of Ontario Nature if/when:

What matters to you? This is your space to tell us what you think and feel about Ontario Nature and you. We promise to listen to you and follow up with you if you wish.

☐ Yes, please contact me about this feedback.

My phone number is: _____

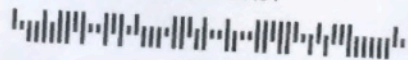
and the best time to reach me is _____

My email address is: _____

Thank you!



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ONTARIO NATURE
612-214 KING ST W
TORONTO ON M5H 9Z9

