



# Membership:

Best Practices for Recruitment and Retention

Lakes Congress  
May 31, 2019

Erin Graichen, Membership Program Coordinator, NH LAKES





Membership is about relationships.





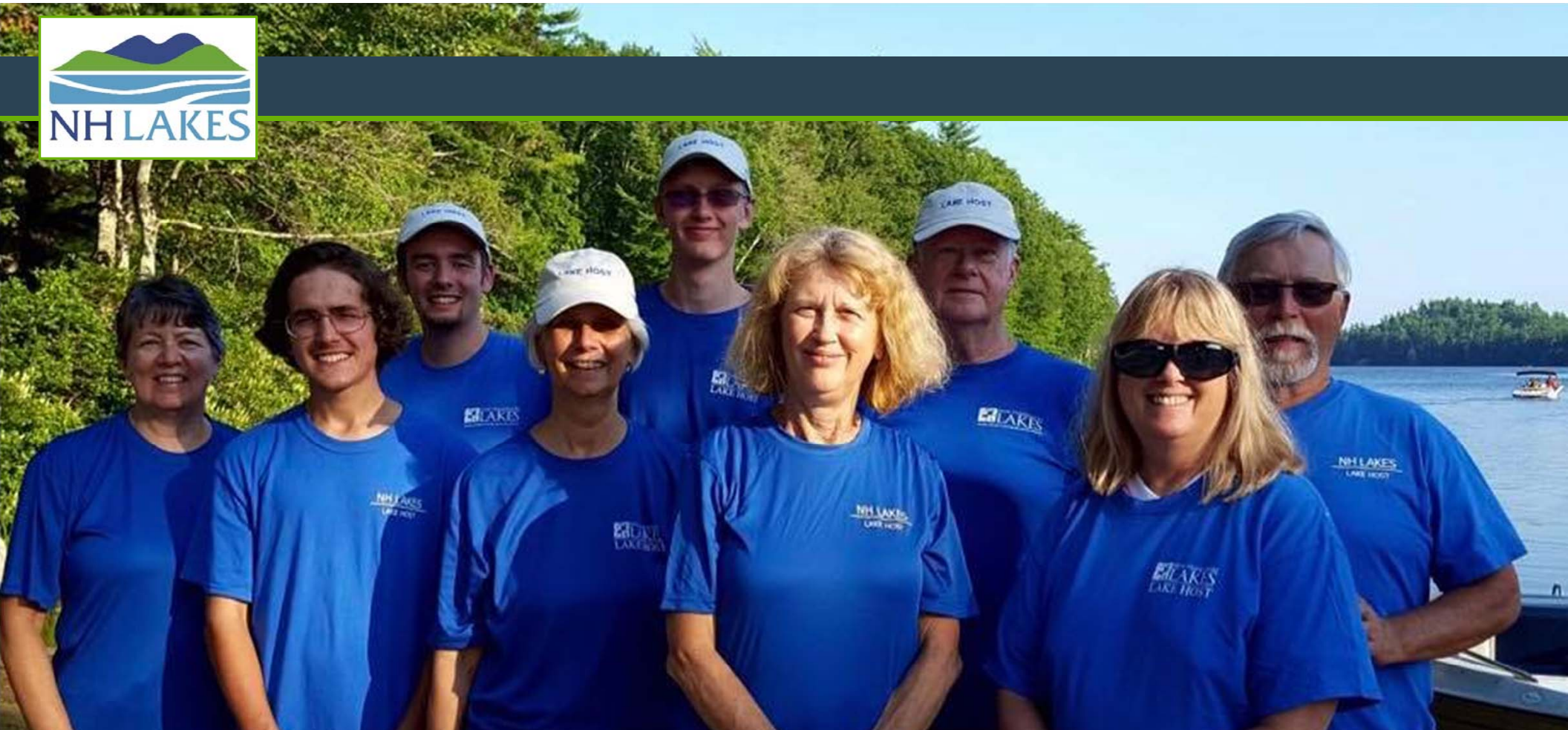
Increase your rapport.





Encourage the next generation.





Connect face-to-face.





Delight your members into loyalty!







## Relationships are like customer service







## What is a membership campaign?

- 3-4 touch points of contact
- Pretend like people never lapsed
- Treat renewals and new members differently







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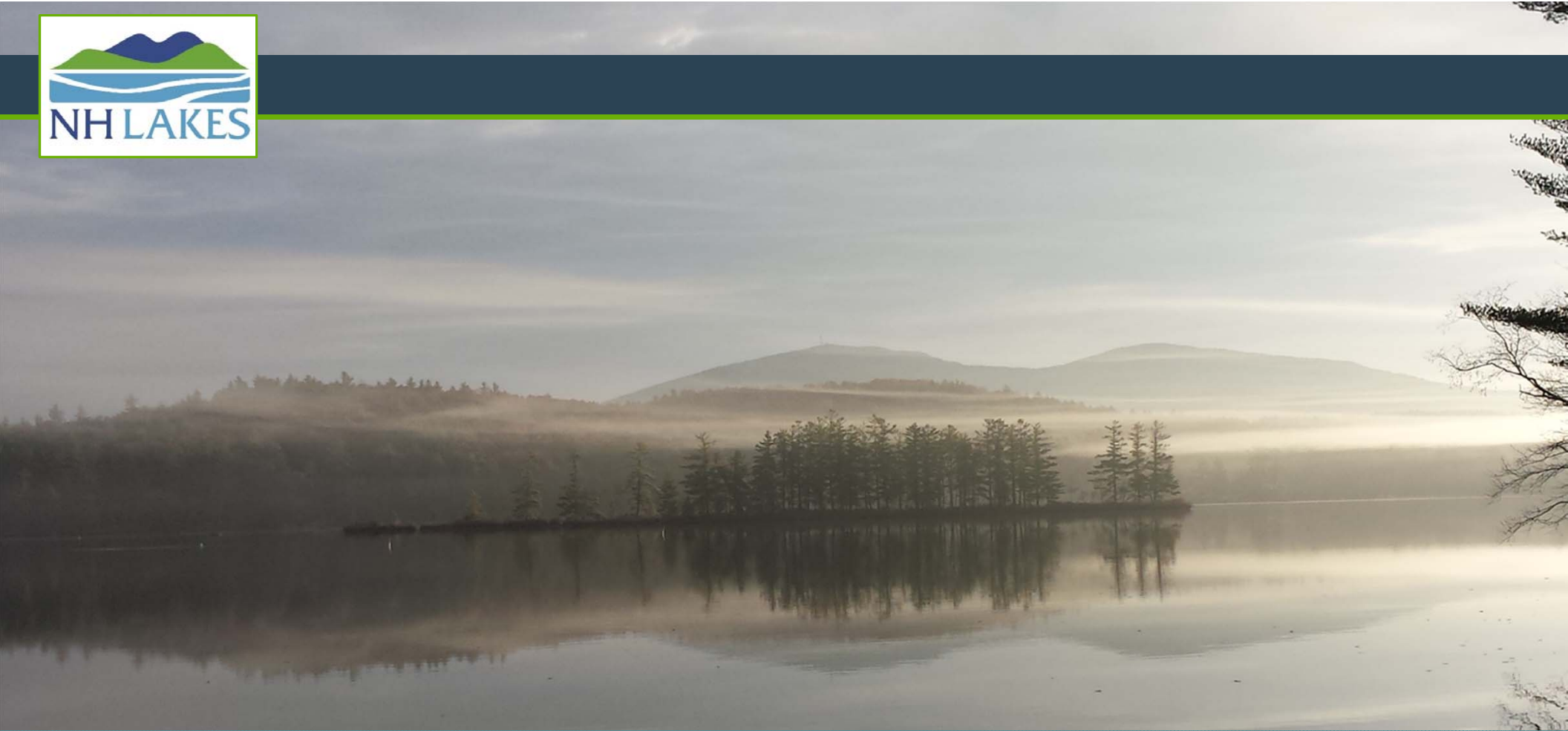




## Components of a membership campaign

- Reply device
- Ask letter
- Thank you letter





Design the reply device first.





**Enclosed, please find my check for the following:**

☐ Membership Fee for 2018

Individual .....	\$25	_____
Family .....	\$50	_____
Association/Corporate .....	\$150	_____
Lifetime .....	\$500	_____

☐ Additional Donation to CFL ..... \$ \_\_\_\_\_

Total Amount Enclosed ..... \$ \_\_\_\_\_



Send check payable to "Connecticut Federation of Lakes" to CFL, PO Box 93, Bridgewater, CT 06752

*Thank you  
for your  
support of  
our lakes!*

**Name:** \_\_\_\_\_

**Organization (if applicable):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, Town, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_



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## YES, I'd like to help the Forest Society protect New Hampshire's most beautiful and endangered lands.

Please use my contribution to:

- ☐ Sign me up as a new member ☐ Renew my membership  
☐ Start a gift membership (*fill in your name and gift recipient's name below*)  
☐ Support the Annual Fund ☐ Support the following project: \_\_\_\_\_

\_\_\_\$40 \_\_\_\$55 \_\_\_\$75 \_\_\_\$125 \_\_\_\$250 \_\_\_\$500 \_\_\_\$1000 \$\_\_\_\_\_ Other

☐ Check payable to SPNHF ☐ VISA ☐ MasterCard

CARD # \_\_\_\_\_

EXP. \_\_\_\_\_

SECURITY CODE \_\_\_\_\_

☐ Please send me your monthly email newsletter (*be sure to include your email address below*).

MY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

GIFT RECIPIENT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

*Thank you!*

A membership contribution of \$40 or more entitles you to a year  
of member benefits including our quarterly magazine, *Forest Notes*.

The Society for the Protection of New Hampshire Forests is a nonprofit membership organization.

**Visit our website: [www.forestsociety.org](http://www.forestsociety.org)**

*All contributions are tax-deductible to the extent allowed by law.*

FN17AEN



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MY NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

GIFT RECIPIENT NAME \_\_\_\_\_  
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CITY \_\_\_\_\_

STATE \_\_\_\_\_

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PHONE \_\_\_\_\_

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IN AN EFFORT TO PROTECT AND IMPROVE MILLVILLE LAKE, YOUR  
INDIVIDUAL DUES WILL CONTINUE TO MAKE A DIFFERENCE.

**The MILLVILLE LAKE PROTECTIVE ASSOCIATION membership year is  
from July 15<sup>th</sup> 2019 to July 14<sup>th</sup> 2020**

The MLPA Dues are now just: \$30.00

P

[Please **MLPA Dues Payment Voucher**  
Print!!] **A tax deductible 501(c)(3) organization**

Date:	Check #	Amount \$
Make Checks Payable to: MLPA		
Mail your Check to: MLPA, PO Box 292, North Salem, NH 03073		
<b>PRINT LEGIBLY, PLEASE !!!!!</b>		
Name:		
Address:		
Email Address:		
Phone Number:		Cell Phone Number:

Please DO NOT publish my name on the MLPA Web Site \_\_\_\_\_

[www.millvillelake.org](http://www.millvillelake.org)





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Email Address:		
Phone Number:		Cell Phone Number:

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[www.millvillelake.org](http://www.millvillelake.org)



## MLPA Membership Form

NOTE: If you are "renewing" your membership and your information has not changed from last year you only have to answer FIVE basic questions which are indicated by the "asterisks". If this is a "new" membership, please provide as much information as possible.

The Mirror Lake Protective Association is a 501 (c)(3) non-profit organization. All contributions are tax deductible to the extent allowed by law. Please consider doubling your impact by using your company's matching gift program. Mirror Lake Protective Association's Federal ID number is: 02-0450541

MLPA mailing address is: P O Box 311, Mirror Lake NH 03853

\* Required

Name \*

Name(s) as you would like them to appear on our membership records.

Membership Level \*

Type of Membership \*

Please select either New or Renew.

Donation Amount

If applicable please fill in the amount of your additional Donation. Your generous donation allows our many projects to continue. Thank you.

Type of residency



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If applicable please fill in the amount of your additional Donation. Your generous donation allows our many projects to continue. Thank you.

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## YES! I WILL SUPPORT THE NEW ENGLAND GRASSROOTS ENVIRONMENT FUND

### I WOULD LIKE TO MAKE A GIFT OF:

☐ \$30   ☐ \$100   ☐ \$1,000   ☐ Other \_\_\_\_\_

### PAYMENT METHOD:

- ☐ A check payable to **New England Grassroots Environment Fund**
- ☐ Make this a monthly recurring contribution
- ☐ Please charge my credit card using the following information:
  - ☐ Visa   ☐ MasterCard   ☐ Amex   ☐ Discover

\_\_\_\_\_  
Card/Account Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

\_\_\_\_\_  
Signature

### TO MAKE YOUR GIFT ONLINE:

**[www.grassrootsfund.org/donate](http://www.grassrootsfund.org/donate)**

To make a gift by phone and/or to update your contact information below, please call **603-905-9915**

Andrea LaMoreaux  
NH LAKES  
17 Chenell Dr Ste One  
Concord, NH 03301-8539

- ☐ Please contact me about planned giving
- ☐ I would like my gift to be anonymous



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## 2019 Laurel Lake Association Membership Form

**Membership Dues:** \$10.00 for Adult Memberships and \$5.00 for children under 18

**Laurel Lake Ledger:** Each Household of paid-up members will receive a copy of the Laurel Lake Ledger via US Mail Delivery or E-mail (please select delivery method below)

### Members

Last Name	First Name	Membership Type (Adult or Child under 18)	Amount A/\$10.00, C/\$5.00
_____	_____	Adult Child	_____
_____	_____	Adult Child	_____
_____	_____	Adult Child	_____
_____	_____	Adult Child	_____
_____	_____	Adult Child	_____
If you wish, you may also include an additional donation to help support the Association		Donation Amount	_____
<b>Total</b>			_____

### Permanent Address

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

### Summer Address

same as above

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

### Ledger Delivery Preference (select how you would like to receive your Laurel Lake Ledger)

I would like to receive an electronic copy of the Ledger via e-mail at the e-mail address below

E-mail address: \_\_\_\_\_

I would like to receive the Ledger via US Mail delivery

\*Please make checks payable to Laurel Lake Association

\*All applications and checks should be mailed to:

Thank you for your contribution

Visit us on the world wide web at <http://www.LaurelLakeAssn.com>





**Ledger Delivery Preference** (select how you would like to receive your Laurel Lake Ledger)

I would like to receive an electronic copy of the Ledger via e-mail at the e-mail address below

E-mail address: \_\_\_\_\_

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**Thank you for your contribution**

Visit us on the world wide web at <http://www.LaurelLakeAssn.com>



Count me in! I'm gearing up for the summer ahead by renewing my commitment to keeping New Hampshire lakes clean and healthy. The amount of my contribution today reflects how much I value the quality and beauty of our lakes.

#### Become a Lake Keeper!

Jennifer, please consider becoming a Lake Keeper! Do your part by making a commitment to New Hampshire's lakes of \$10 each month.

☐ \$15    ☐ \$10    ☐ \$5    ☐ Other \$\_\_\_\_ (\$5 minimum)

☐ Yes! Send me the new NH LAKES tote with my monthly contribution of \$10/month or more (see mailing insert).

Either include a voided check with this form, provide credit information on the reverse, or join online at [nhlakes.org](http://nhlakes.org).

#### Make an Annual Membership Donation

I prefer to continue making annual membership contributions to NH LAKES.

☐ \$150    ☐ \$100    ☐ \$50    ☐ Other \$\_\_\_\_

Please complete payment on the reverse side.

Oprah Winfrey  
123 Talk Show Avenue  
New York, NY 10023

14374



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Oprah Winfrey  
123 Talk Show Avenue  
New York, NY 10023

14374



**Payment Options:** I would like to pay:

- ☐ in FULL, my check, made payable to NH LAKES, is enclosed.
- ☐ in FULL, and use the enclosed VOIDED check to initiate a bank draft.
- ☐ **Yes!** Please automatically renew my membership annually using my credit card or voided check.

**Credit Card Information:**

\_\_\_\_\_/\_\_\_\_\_  
CARD NUMBER                      EXPIRATION DATE   SECURITY CODE

\_\_\_\_\_  
AUTHORIZING SIGNATURE

\_\_\_\_\_  
PLEASE EMAIL MY RECEIPT TO THIS EMAIL

\_\_\_\_\_  
SECOND EMAIL. PLEASE ALSO SEND ENEWS TO THIS EMAIL

☐ **Yes! Sign me up to receive e-news from NH LAKES with the email address(es) above.**

**Corrections to any information on the front:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**How would you like your name(s) to appear in our publications?**

\_\_\_\_\_  
☐ I/we wish to remain anonymous.



## Online Forms

- Less is more – both online and off
- Mobile optimization
- Downloadable forms
- Auto-fill
- Digital form providers







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- Mail merging / Online forms
- Larger text or spacing
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- Giving options
- Branding and consistency





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The Ask Letter





## Clough Pond Association

**Tom Edwards, President**  
**tom.edwards@cloughpondnh.org**  
**603.722.0122**  
**www.cloughpondnh.org**

May 2, 2019

«MembershipName»  
«MailBlock1»  
«MailBlock2»  
«MailBlock3»

Via email to: «EmailMain»

RE: Renew Membership in the Association

Dear «MembershipName»:

Your past membership support has helped the Clough Pond Association monitor water quality, prevent invasive weed infestations, and generally protect this wonderful resource we all enjoy. With this in mind, I am writing to ask you to renew your membership and/or make a donation to support those activities that benefit the pond, the local property owners, and all those who use the pond for recreational purposes.

More information can be found on our website but I want to remind you here of three of the more significant things we do:

- We run the Lake Host Program where we monitor the boat ramp for milfoil that might be trying to hitchhike into the pond on a visitor's boat or trailer. In 2005 we removed milfoil that was coming into the pond. Were it not for this program and that SAVE, Clough Pond would most likely have a milfoil infestation today. 2017 was our 16th summer running that program. Clough Pond is "Weed Free" and we are working to keep it that way. If milfoil were to gain a foothold in the pond, one of the many side effects would be financial; i.e., a reduction in our property values that would result from the pond being less recreation friendly.



«MembershipName»  
«MailBlock1»  
«MailBlock2»  
«MailBlock3»

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NameBadges- ALL ONE OFF.docx - Word

FILE HOME INSERT DESIGN PAGE LAYOUT REFERENCES MAILINGS REVIEW VIEW DEVELOPER ACROBAT DESIGN

Start Mail Merge Select Recipients Edit Recipient List Highlight Merge Fields Address Block Greeting Line Insert Merge Field Rules Match Fields Update Labels Preview Results Find Recipient Check for Errors Preview Results Finish Merge

Create Start Mail Merge Write & Insert Fields

1 2 3



«MembershipName»  
«MailBlock1»  
«MailBlock2»  
«MailBlock3»

Via email to: «EmailMain»

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- We run the Volunteer Lake Assessment Program where we collect samples of the water so that the quality of the water in the pond can be monitored by the experts at the Department of Environmental Services. This program provides (1) an early warning mechanism should the quality start to degrade and (2) a baseline should remedial action ever be needed. We have been participating in this program since the 1980s.
- This past summer we joined the efforts spearheaded by the xxxxx Church to renovate the Town Beach. That was a joint effort by the church, the town, Greg xxxxx, Stan xxxxx, and others including the Clough Pond Association. We think the results are fantastic. We plan to work hard to keep it that way in the years to come.

Membership costs are minimal. If you do not want to continue as a member, then please consider a donation to support one of the above initiatives. I can assure you that all donations will be applied as directed. We need your help to ensure that the Clough Pond of tomorrow will be the same great swimming, boating, and fishing spot we enjoy today.

Sincerely,

A handwritten signature in cursive script that reads "T. Edwards".

Tom Edwards



Spring 2019

Dear Province Lake Friends and Neighbors,

I'm sure you are eagerly awaiting summer and your plans are taking shape for a fun time on the lake. I would like to invite you to join your friends and neighbors in protecting Province Lake by becoming a member of the Province Lake Association. If you have joined in the past, please rejoin. And encourage your neighbors and friends to join as well. A PLA membership is a small investment to protect a very valuable treasure – our lake.

There is power in numbers and your membership helps us continue our work to maintain and improve the health of the lake. We had a successful 2018 with 146 active members, of which 134 were returning and 12 were new members. Our members have been very generous in contributing, often above the basic membership dues of \$25. A total of \$9,038.00, was raised to fund our ongoing projects. Everyone who enjoys Province Lake has a stake in protecting and preserving the lake for now and in the future. Your membership makes all the difference.

**What does your membership do?**

Your membership in the Province Lake Association supports many programs that help to protect our lake. In conjunction with our valued partners including the Acton Wakefield Watershed Alliance, NH Lakes and the NH Department of Environmental Services we provide programs such as:

*Weed watch inspections*

*Regular water quality monitoring*

*Phosphorus study*

*Lake Host Program inspections of boats at the Towle Farm boat ramp*

*Erosion reduction through the implementation of the Province Lake Watershed Management Plan*

*Fundraisers and educational information*

*Rte 153 beach cleanup*

*Annual Province Lake Association meeting*

These projects and programs are not free and we need your financial support. Through thoughtful monitoring of our water quality, our aim is to strive for low nutrient pollution, high water clarity and no invasive species so you can enjoy the lake for many years into the future.

Our membership envelope is enclosed. If you prefer to pay via PayPal, please go to the PLA website <http://www.provincelake.org> click the About link, Membership Form. There you will find the Donate button to pay online and a membership form. The website includes links to PLA newsletters, updates on water testing, the Watershed Management Plan, photos and more. Check it out! Please join us by becoming a member today and consider volunteering in one of our programs as all help is appreciated.

Thank you for your support!

Lorie Dunne  
PLA Vice President and Membership Chair

Email: [provincelakemembers@gmail.com](mailto:provincelakemembers@gmail.com)

**PLA membership follows the calendar year and runs January to January of a calendar year.**

**There are several membership levels available and we welcome Matching Gifts from your employer.**

**The Province Lake Association is a 501(c)(3) nonprofit organization. Donations are tax-deductible to the extent allowed by law. Our Tax ID (EIN) is 023-7337781.**



### **What does your membership do?**

Your membership in the Province Lake Association supports many programs that help to protect our lake. In conjunction with our valued partners including the Acton Wakefield Watershed Alliance, NH Lakes and the NH Department of Environmental Services we provide programs such as:

*Weed watch inspections*

*Regular water quality monitoring*

*Phosphorus study*

*Lake Host Program inspections of boats at the Towle Farm boat ramp*

*Erosion reduction through the implementation of the Province Lake Watershed Management Plan*

*Fundraisers and educational information*

*Rte 153 beach cleanup*

*Annual Province Lake Association meeting*

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Dear Andrea & Philip,

August 13, 2018

LSPA was founded in 1898 by lakeshore homeowners concerned about varying Lake Sunapee water levels and about water quality threats such as privies near the shore, sawdust from logging and trash thrown overboard from the steamboats.

Today, as we celebrate LSPA's 120<sup>th</sup> anniversary, the water quality of Lake Sunapee remains our primary focus. Even as we have broadened our mission to include the watershed and region, and to address many new threats, from invasive species to runoff pollution to cyanobacteria blooms, our attention to water quality science still underlies our work.

How we've collected water quality data over the years has evolved:

- In the 1950s LSPA collected its first scientific water quality data, when Rolf Eliassen sampled lakewide for e.coli, in order for LSPA to apply for Class A (drinking water) status for Lake Sunapee.
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Thank you!

Willie  
Willie McLaughlin  
President



**LSPA**

Devoted to the Environmental Quality  
of the Lake Sunapee Watershed

Thank you for your 2017 membership of \$50.00. Please consider an increase this year. For your convenience, you can also donate online through PayPal at [www.lakesunapee.org/membership/](http://www.lakesunapee.org/membership/).

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Second Vice President  
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Laura Davis  
Treasurer  
Phil Schulz

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Jerry Cooper (Sp)

Executive Director

June Fichter

Lake Sunapee Protective Association  
68 Main Street, P.O. Box 683, Sunapee NH 03782  
Tel: 603-763-2210 email: [lspa@lakesunapee.org](mailto:lspa@lakesunapee.org)  
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*Willie* *Hope you can support continue your support for our lake this year. Anki Wolf*

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**Millville Lake Protective Association**

President: James Falls  
Treasurer: Chuck Benson  
Secretary: Linda Mele  
Website Manager: Michael Robinson  
Board Member: Paul Bologna  
Board Member: Tim Sheehy  
Board Member: Maria Ciulla  
Board Member: Peter Mahoney

Website: <https://www.millvillelake.org>  
E-Mail: [millvillelakenh@gmail.com](mailto:millvillelakenh@gmail.com)  
Facebook: Search @MLPANH

May 1st, 2019

Friends and Neighbors:

The Board of Directors of the Millville Lake Protective Association invites you to the Annual Spring Meeting and asks that you rejoin/join the Association. We thank you for your past support and are looking forward to your participation this year.

We have accomplished much this past year and have more to do as we continue our efforts to improve the quality of the lake and protect its surroundings. This letter will provide the details of the meeting, a membership payment voucher and some of the highlights that will be covered at the meeting. Please join us at this important event.

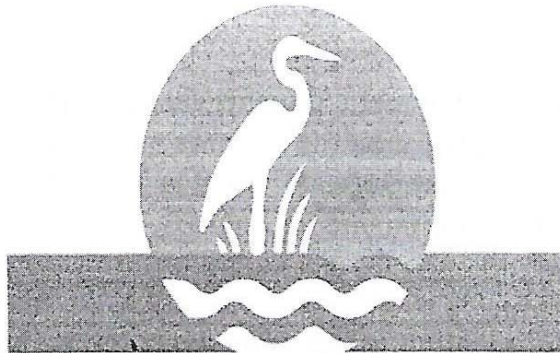
**MEETING**

Monday June 10<sup>th</sup> - 6:30 PM

The MLPA Annual Spring meeting will again be held at the Triumphant Cross Lutheran Church on 171 Zion Hill Road in Salem, on Monday June 10<sup>th</sup> at 6:30 PM. Enter the hall near the Food Pantry sign. If you can, please bring items for the food pantry. Greatly appreciated would be packages of Rice Pilaf. To attend this meeting, you must be a 2019 - 2020 paid member. You may pay your dues at the door.

**MEMBERSHIP**

Thanks to our past membership support and the success of our participation in charitable gaming, the Board has set the dues at \$30 for all members. Our focus this year is increasing membership. Last year we had 80+ members and this year our goal to increase that to 110 members. This may seem to be an aggressive goal, but we still have a sizable number of people on and off the lake that enjoy the lake, and we need their support to continue our work.



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Enclosed in this letter is a Membership Payment Voucher that is to be filled out along with a check for \$30 payable to the MLPA. You may either mail the voucher and check or bring them to the June 10th meeting. Our membership year is from July 15<sup>th</sup> 2019 to July 14<sup>th</sup> 2020. Please remember that we are a 501(c)3 tax deductible organization.

#### **LAKE CLEANUP**

We have made great progress in eliminating weeds from the lake. We hope that you have seen a great improvement in the overall quality of the lake. We spent over \$30K in 2018 on this essential project.

During this summer (2019), we will again have Solitude Lake Management here to perform maintenance on portions of the lake that still have some remaining weeds.

As you may have already noticed, we have again contracted with the "Clean River Project" in Methuen, MA to remove all the winter debris from the lake including any limbs/logs and other obstructions that are not attached to any shore or imbedded. The "Clean River Project" team will also be cleaning up what remains of the debris on the island. Some of the MLPA Board of Directors and wives started this cleanup in April. We will be spending over \$6,000 for both of these efforts.

#### **LAKE FEST**

Saturday August 17<sup>th</sup> - 10:30 AM

The 3<sup>rd</sup> Annual Millville Lake "Lake Fest" will be held on Saturday, August 17<sup>th</sup>, 2019. Festivities will start at 10:30 AM. Additional details will be discussed at the meeting and also updated on our Website and Facebook pages. All are invited and we hope to see everyone at this lakeside community event !!!

#### **CHARITABLE GAMING**

The MLPA continues to have a relationship with Chasers Poker Room and Casino. We have 7 more days in July (14<sup>th</sup> – 20<sup>th</sup>) and we hope that you will support us by visiting Chasers on those days.

We know you have had an interest in what we have been doing in the past, but now more than ever we need your MEMBERSHIP SUPPORT. It's not just about the dues that we ask for, it is knowing that you are behind what we are trying to do at Millville Lake. As the Board of Directors, we take our job seriously and we hope you will help us maintain property values on and near the lake.

Once again, THANK YOU VERY MUCH for your support. We are all stewards of beautiful Millville Lake.

Respectfully,  
Board of Directors  
Millville Lake Protective Association





## New England Grassroots Environment Fund

November 7, 2018

Andrea LaMoreaux  
NH LAKES  
17 Chenell Dr Ste One  
Concord, NH 03301-8539

Dear Andrea,

A citizen-driven assessment that gathers a broad range of perspectives and uses storytelling to write the city's first ever Community Food Plan. A volunteer-run 'neighbors investing in neighbors' loan program that provides over \$100,000 in micro-loans to local entrepreneurs. Custom window inserts built and installed by community volunteers as an affordable way to make homes energy efficient. These are just a few faces of grassroots action – there are thousands across the region – and your support today through our Fall appeal will make their continued efforts possible.

"THESE ARE COMPLICATED, UNPREDICTABLE TIMES, WITH SO MUCH COMPETING FOR OUR ATTENTION AND ENERGY. AFTER MORE THAN 20 YEARS IN THE FIELD, ONE THING WE ARE CERTAIN OF IS THAT LOCAL ACTION WORKS. IT'S WORTH THE INVESTMENT."

The Grassroots Fund embraces community-based, volunteer-driven efforts. We are often the sole or first source of support they utilize, whether in the form of grant funding, training, or other services. That support sometimes leads to the formalizing of the group, making it possible to develop long term plans, manage an increased budget, and hire staff. For others, Grassroots Fund support enables leaders to experiment with tactics, bring in new voices, learn, adapt, and then once the work is complete, dissolve the project so that community members may move on to other matters. Our programs encourage change makers to remain nimble, find value in the process, and solve acute local issues while also chipping away at universal root causes to the ongoing environmental and social justice crises we face.

Take for example Grassroots Fund grantee, GROW Windham in Willamantic, CT: How does an organization founded to expand community gardens end up on the cutting edge of young adult leadership programming? GROW Windham has traveled a steep learning curve since 2011. With support from a recent Grassroots Fund grant, they are formalizing curriculum for the Windham Youth CORE. Youth CORE develops leadership, career and advocacy skills through youth-led enterprises that promote access to healthy food. "The shift to youth leadership happened very naturally," said co-leader Sally Millius. "They grew in skills and experience, so we kept making space for them to step up and lead." She attributes their success to ensuring that a diversity of stakeholders who trust each other are 'at the table', to maintaining deep partnership with other community organizations and funders, and to treating the entire project as a 'joyful experiment'.

2/10

## GRASSROOTS FUND AT WORK



YOUNG ADULT LEADERS

Our newest grant level supports initiatives in which young adults design, lead and take action on community-based efforts



CONNECTICUT COALITION  
FOR ENVIRONMENTAL JUSTICE

Organizing local residents about concerns with the redesign of a trash burning plant



EVERETT COMMUNITY GROWERS

Working to improve health outcomes and increase civic engagement among residents through urban agriculture and other food justice initiatives

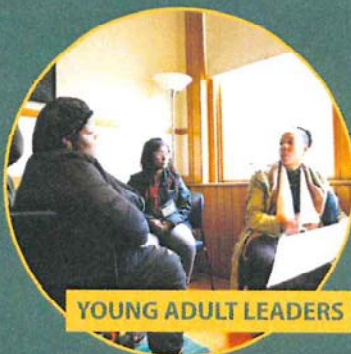


QC BIKE COLLECTIVE

Helping local residents ride safe, affordable bikes and have the opportunity to fix them

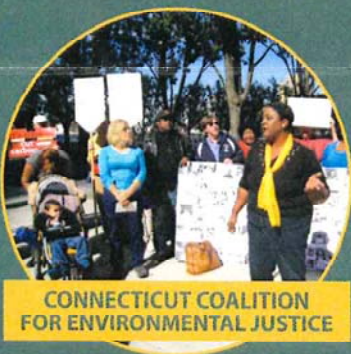


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The Grassroots Fund is not an endowed fund. Every year we raise all of the funding to fill our grant pools, make our educational programs relevant and accessible, publish reports and stories, and contribute to the broader grassroots environmental movement. We face a challenging climate - politically, socially, economically - and we are seeing unprecedented numbers of volunteers stepping up, proposing new projects, rejecting dominant narratives and re-envisioning the future. With your help, we can nurture their ongoing efforts, and inspire additional communities to join the growing network of change makers.

The grassroots support you choose to provide may take the form of an annual one-time contribution, or the commitment of being a monthly recurring donor. Here is what grassroots support means for Grassroots Fund Board member and donor, Reverend Mariama White Hammond of Dorchester, MA:

***"Whenever I get to read about the great work of the Grassroots Fund grantees, I feel a sense of hope. Around our region people are finding ways to come together to build community and save our planet. If I had the resources I would write a big check to support all the good work, but I don't have much financial wealth. However, I know that by giving \$50 a month, it will add up to \$700 a year and over 10 years that will be \$7,000. I can't write a big check all at once but this way I can still give in a way that reflects my commitment to the people and communities of New England."***

Andrea, if you believe that communities hold the keys to a healthy, just and sustainable present and future, please support our ongoing efforts with a donation. **Join Rev. Mariama to help new projects launch, help organizers deepen their work, and help bring resources to young adult leaders like those at GROW Windham so they can assume meaningful roles in reimagining their communities.** Your donation will have an impact. Whether \$25, \$250, or \$2,500, every donor and every dollar counts and helps us reach our fall fundraising goal of \$40,000. Please don't wait! And don't hesitate to reach out with any questions or needs you may have, by email at [Julia@grassrootsfund.org](mailto:Julia@grassrootsfund.org) or by phone at (603)905-9915.

Warm regards,

Vidya Tikku  
President

Julia Dunderoff  
Executive Director

PS: This is OUR Grassroots Fund - one that works because people like you contribute your skills, your knowledge and your resources. Please join us today!

## BOARD OF DIRECTORS

**Vidya Tikku**  
President  
Boston, MA

**Susan Schroeter**  
Vice President  
Stratham, NH

**Ryan Torres**  
Secretary  
Burlington, VT

**Shane Lloyd,**  
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**Sarah Kelley**  
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**Danielle Megliola**  
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**Isa Mujahid**  
Bridgeport, CT

**Paul Phillips**  
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**Jonathan Scott**  
Plainfield, NH

**Megan Shore**  
Freeport, ME

**Rev. Mariama White-Hammond**  
Dorchester, MA

**Julia Dunderoff**  
Executive Director, non-voting  
Newmarket, NH





NEWFOUND LAKE REGION ASSOCIATION  
10 North Main St., Unit 1 ~ Bristol, NH 03222  
[www.newfoundlake.org](http://www.newfoundlake.org)

October 26, 2018

Dear Erin:

We know you love Newfound's clean water and the forested, mountainous watershed that supplies it. The NLRA feels the same as you, and is fully committed to protecting Newfound and its watershed for generations to come. You can demonstrate your desire to protect Newfound now and for the future by making a generous year-end contribution to the NLRA today.

This year you contributed \$35.00 that we used to deliver programs that protect Newfound, including the Newfound Youth Conservation Corps, Grey Rocks landscaping, Town land-use planning, land conservation, invasive species prevention, and WOW! Camp. Now we are asking you to join the many NLRA members who also make year-end contributions to our Annual Fund to continue building on our positive momentum!

Everyone touched by Newfound hopes for a future where the water is always clean and fresh, the scent of forests perfumes the nights and days, and our vistas remain vast and pristine. With your help we will work to ensure these hopes and dreams come true.

As stated in the Fall *Monitor*, development and change are inevitable, but how we guide it on a daily basis is under our control. The NLRA is spreading the word about how to protect Newfound, and leading by example with hands-on education, outreach, and a shared conservation stewardship ethic.

Please support the NLRA - the only organization dedicated to protecting Newfound Lake and the surrounding watershed - with a year-end gift that matches (or exceeds!) your Spring 2018 donation of \$35.00 today. It's easy to donate by mail or at [www.Newfoundlake.org](http://www.Newfoundlake.org). Please help us keep Newfound clean!

Thank you for your commitment and support.

Boyd Smith, Director

Robinson Moore, President



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**WOW! Campers at Welton Falls**



**A quiet day at Newfound**



**Pike's Point foliage, October 2018**

*NLRA is a 501(c)(3) charitable organization. All contributions are tax deductible to the full extent permitted by law. The Association has the ability to receive gifts of stock – contact us at 603-744-8689 for more information. Please consider becoming a member of the Newfound Clear Water Society by including a bequest to the Newfound Lake Region Association in your estate planning.*



14 Horseshoe Pond Lane  
Concord, NH 03301-5028



Photo Credit: Warren CT State University - Flickr CC

*What's at stake?*



November 2015

As a Lake Host,  
I hope you will  
join me in helping  
to support our  
efforts to protect  
our lakes from  
these threats,  
Susan



Susan Goodwin, NH LAKES supporter and Board Chair, doing what she can to help her local association manage a milfoil infestation.

#### We write today with alarming news.

Not since before NH LAKES launched the statewide Lake Host Program in 2002 have so many New Hampshire waterbodies been found with new aquatic invasive plant infestations. This list takes our breath away.

Glen Lake, Goffstown - *Spiny Naiad*  
Island Pond, Pelham - *Spiny Naiad*  
Northeast Pond, Milton - *Spiny Naiad*  
Oxbow Pond, Canterbury - *Variable Milfoil*  
Pawtuckaway Lake, Nottingham - *Variable Milfoil*  
Pine Island Pond, Manchester - *Variable Milfoil*  
Salmon Falls River - *Spiny Naiad*  
Turee Pond, Bow - *Variable Milfoil*

#### PREVENT THE SPREAD!

Aquatic invasive species:

- impede boating and fishing activities
- make swimming dangerous
- cause significant harm to the natural lake ecosystem
- are expensive to control
- are nearly impossible to get rid of once established in a lake

NH LAKES is a leader in protecting the state's lakes and watersheds. We teach the boating public the steps they must take between waterbodies to prevent the spread of aquatic invasive plants and animals. These simple steps are crucial: CLEAN, DRAIN, AND DRY your boat between waterbodies. **Our Lake Hosts provide education, spread the message, and provide a critical last line of defense at boat ramps around the state.** But Lake Hosts aren't at all boat ramps, nor at any ramp all the time.

*There is too much at stake.*

(over)

603.226.0299

14 Horseshoe Pond Lane, Concord, NH 03301

info@nhlakes.org

www.nhlakes.org



November 2015

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For the coming year, our highest priority will be to ensure that all boaters clean and drain their boats between waterbodies. The financial support of people like you will allow the mobilization of more Lake Hosts, new educational programs, and potentially even new laws. We are insistent that the spread of aquatic invasive species can and must be stopped.

**There is too much at stake.**

**Please take a moment now to send a donation in the enclosed reply envelope or go online to make a gift at [nhlakes.org/donate](http://nhlakes.org/donate).**

While we know that Lake Hosts, lake associations, conservation organizations, and individuals like you are doing what they can to prevent aquatic invasive species infestations, we can and must do more.

**With your Annual Fund gift, together we can and will do more in 2016 to protect New Hampshire lakes and ponds—including Jenness Pond.**

Thank you in advance for your support.

Sincerely,

Tom O'Brien, President



***Did You Know?***

During summer 2015, NH LAKES trained and supported the work of 750 Lake Hosts at 100 public boat ramps around the state. These dedicated individuals performed more than 88,000 complimentary boat inspections—a new season record! *And*, Lake Hosts made 46 'saves' by removing fragments of aquatic invasive species attached to boats and trailers.

P.S. Your gift will help prevent the spread of invasive species—the greatest threat to our NH waters. Please donate today using the enclosed gift card or securely online at [nhlakes.org/donate](http://nhlakes.org/donate).

*Board Officers*

**Susan R. Goodwin** (Wolfeboro) Chair **Stuart Lord** (Silver Lake) Vice Chair  
**Carl Lehner** (Holderness) Treasurer **Theodore W. Braun** (Merrimack) Secretary **John Edie** (Meredith) At-Large

*Board of Directors*

**John-Michael (JM) Girald** (Rye) **Joseph Goodnough** (Sunapee) **Shirley Green** (Enfield)  
**Jim Lovell** (Ossipee) **David W. Packard** (Goffstown) **Jason Reimers** (Concord) **Robert W. Shaw, Jr.** (Moultonborough)  
**Boyd Smith** (Concord) **Peter Sorlien** (Moultonborough) **Robert W. Varney** (Bow) **Elaine Warshell** (Moultonborough)

*Honorary Directors*

**Courtland Cross** (New London) **Joseph Farrelly** (Concord) **Anne Lovett** (Holderness)  
**Sidney Lovett** (Holderness) **James Moore** (New London) **Philip Parsons** (Sandwich)



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New Hampshire Lakes Association  
14 Horseshoe Pond Lane  
Concord, NH 03301

☒ **YES**, there is too much at stake for  
New Hampshire lakes and watersheds.

*My previous annual fund gift was*

**ENCLOSED IS MY GIFT OF:**

☐ ☐ ☐ ☐ Other \$ \_\_\_\_\_

**PAYMENT METHOD**

**Check Enclosed** ☐ Please make your check payable to:  
New Hampshire Lakes Association.

**Credit Cards Accepted:** ☐ Amex ☐ MasterCard ☐ Visa

\_\_\_\_\_/\_\_\_\_\_  
CARD NUMBER EXP DATE CCID

\_\_\_\_\_  
NAME ON CARD

\_\_\_\_\_  
SIGNATURE

Or give online at [nhlakes.org/donate](http://nhlakes.org/donate)

**SUSTAINING DONORS**

Monthly giving is a convenient and effective way to donate with impact. When you become one of NH LAKES' *Sustaining Donors*, you join a community of committed donors who provide on-going support for lake stewardship and protection.

To provide on-going support for NH LAKES, I'd like to become a *Sustaining Donor* at the following amount every month:

☐ ☐ ☐ ☐ Other \$ \_\_\_\_\_

Note for sustaining monthly donors:  
You can change or opt out of your plan at anytime.

- ☐ Please charge my credit card.
- ☐ Please use the enclosed voided check.
- ☐ Please use the below account information.

Bank Name: \_\_\_\_\_

Account Number: \_\_\_\_\_

Routing Number: \_\_\_\_\_

Account Type: ☐ Savings ☐ Checking

\_\_\_\_\_  
Authorizing Signature

*Your gift is tax-deductible to the extent provided by law.*



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How would you like your name(s) to appear in our publications?

☐ I wish to remain anonymous.

**Yes! Please send *Shorelines* and *Advocacy Alerts* to this/these email(s):**

Email

Email

**Send mail to my seasonal address from \_\_/\_\_/\_\_ to \_\_/\_\_/\_\_.**

Seasonal Address

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Lake: \_\_\_\_\_

Association: \_\_\_\_\_

### Leave a Legacy Remember NH LAKES in your will.

To leave a gift in your will, simply share this sentence with your attorney or financial planner:

"I bequeath \$\_\_\_\_ or \_\_\_\_% of my estate to New Hampshire Lakes Association, Inc., 14 Horseshoe Pond Lane, Concord, NH 03301."

☐ I/we have included NH LAKES in my/our will.

☐ I/we would like to learn more about special giving options to preserve New Hampshire lakes and ponds for future generations.





## Best Practices – Ask Letters

- Use YOU more than WE
- Reference prior giving and amount
- Mail merge if possible
- Personalize
- “The human touch”
- Multiple ask points repeating call to action
- Bolding
- P.S.
- Power of a photograph
- Use of white space





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The Thank You Letter





NEWFOUND LAKE REGION ASSOCIATION  
10 North Main St., Unit 1 ~ Bristol, NH 03222  
[www.newfoundlake.org](http://www.newfoundlake.org)

May 6, 2019

Dear Erin,

Thank you very much for your 2019 Membership donation of \$35.00! Your gift supports our work to protect Newfound's clean water and healthy forests, including:

- Lake Hosts who inspect boats and educate boaters to prevent invasive species
- Newfound Eco-Tours that educate people about protecting Newfound
- Lake and stream monitors who watch our water
- Land conservation and stewardship for permanent protection
- Grey Rocks trails, educational signage, and abundant Nature
- Hands-on programs that instill stewardship and build community.

Your donation helps make all this, and more, possible!

Visit [www.newfoundlake.org](http://www.newfoundlake.org) and follow us at [www.facebook.com/Newfoundlake](https://www.facebook.com/Newfoundlake) to keep up on our programs and events. Please contact us with your ideas, suggestions or concerns.

We appreciate your thoughtfulness and support.

Sincerely,

Executive Director

*Hey Erin - Thanks  
for being an NLRA  
member! Very  
happy to have your  
attention and support!*

Retain this document for your tax records. The NLRA has not provided you with any goods or services in return for this contribution, which is tax deductible to the extent allowed by law.

Email: [info@newfoundlake.org](mailto:info@newfoundlake.org) ~ Phone 603-744-8689



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A handwritten signature in dark ink, appearing to be "Jed", is located on the right side of the document.





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We appreciate your thoughtfulness and support.

*10/10/19 - Thanks*



Dear Erin,

On behalf of the NLRA, we want to thank you for becoming a member this year. We really appreciate your support.

Wishing you and your family a Happy Thanksgiving.

With gratefulness, Karen Bemis



Please let  
me know if  
you'll be  
around Newfound  
this summer!

Hi Erin!

Hope you're having a good winter! On behalf of the NLRA, thanks again for your support & we really appreciate it. Although the lake is still frozen, we are busy planning our summer. I hope you can join us for one (or more!) of our great events. You can find more info on Facebook or at our website [www.Newfoundlake.org](http://www.Newfoundlake.org). Have you taken an EcoTour yet? Fun and informative! Again, many thanks.

Hope to see you around the  
Watershed! Karen Bemis



Please let  
me know if  
you'll be  
around Newton  
this summer!



### *Thanks to our Donors...*

Since the creation of this fund, the Squam Environmental Preservation Fund has awarded 27 grants totaling \$146,500 and as of October 31, 2018, the fund balance stands at \$246,000.

We extend our gratitude to the following individuals and institutions who have contributed to the fund this past year:

**November 1, 2017 to October 31, 2018**

#### SQUAM GUARDIANS (\$1,000+)

Philip & Diana Hunter  
Jiri & Lidia Banas  
Doug & Celia McLane

#### SQUAM STEWARDS (\$250-\$999)

Helen Pepper  
Karen Howat  
Jane Kellogg  
Malcolm & Carol Stone  
Rich & Jane Lundy  
Charles & Liz Collings  
Peter Copelas  
Bourne Ruthrauff  
Clint & Bonnie Swift  
Kitty & Jack Keane  
Cynthia B. Patterson  
Steve & Pam Palmer  
Diane Morgan

Kristin Curylo  
Emily Reeves  
Robert & Nancy Hewes  
Elizabeth Cabot  
Linda & Stuart Horsley  
Alan & Amy Kono  
Tucker & Liz Richmond  
Susan Boyce

#### SQUAM PARTNERS (\$100-\$249)

Brinton & Kathleen Woodward  
Bruce & Betsy Whitmore  
S. James & Lynda Campbell  
Ken & Peggy Allen  
Evan & Susan Tilley  
Pete & Nancy Cameron  
Charlie & Meg Wolf  
Nina Dodge  
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Sarah McConnell  
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Meredith & Henry Von Kohorn  
Marshall & Paula Ruffin  
Sara Corbishley  
Helen Coen  
Richard & Barbara Forman  
Edward & Kay Philipps  
Charlie & Marjorie Baldwin  
Karl F. Rugart III  
Claude & Jean Nuzum  
Marge & Charlie Emmons  
Julia W. Buchanan  
Garret & Jean Rasmussen  
James & Mary Lynn Shanahan  
Margaret deRham & Brian Kelly





August 23, 2018

Household Name  
Address  
City State Zip

Dear Household Salutation,

Thank you for showing your commitment to the natural beauty of our lakes and to NH LAKES with your recent membership contribution of \$35. Your gift helps do more today to protect New Hampshire's lakes for the future: more conservation, more advocacy, and more outreach.

Your support means more programs to protect water quality of lakes and ponds throughout the state. It means more grassroots advocacy and local lake partnerships to meet each lake's needs. And, it means more ways to encourage users to make lake-friendly choices at the water's edge and beyond.

None of this is possible without amazing members like you. Thank you for stepping up for the lakes we all love—including Lake Sunapee.

Sincerely,

Tom O'Brien  
President

P.S. If you're in the Concord area, please stop by and visit our new office at 17 Chenell Drive, Suite One, Concord NH, 03301. We would love to connect with you and learn more about your passion for lake conservation.





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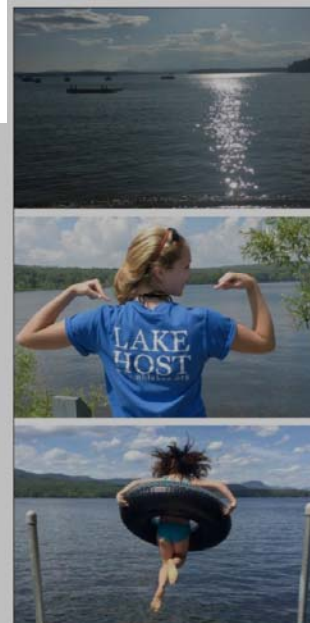
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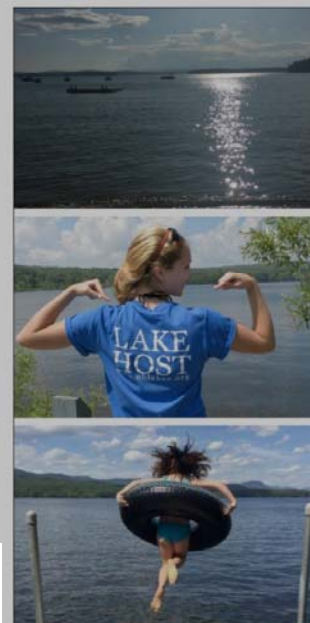
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**Andrea LaMoreaux**, Vice President  
**Martha Lovejoy**, Director of Finance  
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**Kelly Buchanan**, Advocacy Program  
Coordinator  
**Krystal Costa**, Conservation Program  
Coordinator  
**Erin Graichen**, Membership Program  
Coordinator  
**Erin Mastine**, Outreach Program  
Coordinator

May 21, 2019

Oprah Winfrey  
123 Lake House Road  
Meredith, NH 03253

Dear Oprah,

**You made our day!**

Today, we received your donation of \$500. Welcome to the Lake Protectors donation group of the NH LAKES community – a rapidly growing community of individuals, businesses, and organizations who all care deeply about the lakes of New Hampshire. Thank you and welcome!

Over the past year, NH LAKES has brought on new staff, increasing our capacity across all of our program areas -- advocacy, conservation, and outreach. This is why your contribution of \$500 today is so critical.

You make it possible for NH LAKES to be the voice for all the lakes we love. This year, your investment in this work will help NH LAKES develop new conservation programs to reduce polluted runoff. It means you are helping us do more grassroots advocacy and assist our partners at the local level to meet each lake's needs. And, it means finding new ways to encourage all lake users to make lake-friendly choices.

**We must do more!**

With your gift, we promise to do just that.

Warm regards,

Tom O'Brien, President

No goods or services were provided in exchange for this donation. New Hampshire Lakes Association, Inc. (dba NH LAKES) is an exempt organization as described in Section 501(c)(3) of the IRS Code; EIN 222668396. Please retain this letter for your records.



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**John-Michael (JM) Giraldo** (Rye)  
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## Thank you for your contribution to NH LAKES!

You are a valuable part of our growing community of people passionate about protecting the lakes and ponds of New Hampshire. With our collective voices, we will continue to advocate for lake-friendly policies at the State House. Together, we can prevent the spread of aquatic invasive species and improve water quality throughout our state. Lake by lake, we will continue to build the capacity and effectiveness of our local partners.

**Tell us more about why you made your gift today in this quick 5-question survey below.**

[CLICK HERE TO TAKE OUR BRIEF SURVEY](#)

---

### See how you have made a difference!

Sign up to receive e-news from NH LAKES and follow how your gift helps protect the lakes and ponds of New Hampshire. Receive all the latest news, advocacy alerts, and lake protection resources straight to your inbox. **Click here to sign up!**

---

### Does your employer match?

Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Double or even triple your gift – check to see if your company has a matching gift program. **Learn more about matching gifts here.**

---

### Share your lake story.

A great way to help our lakes is to talk about them with family and friends! Share your lake experiences, stories, and photos on social media. Find us on **Facebook**, **Twitter**, or **Instagram**, and share your lake story with us!



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### Share your lake story.

A great way to help our lakes is to talk about them with family and friends! Share your lake experiences, stories, and photos on social media. Find us on **Facebook**, **Twitter**, or **Instagram**, and share your lake story with us!





## Best Practices – Thank You Letters

- Get creative.
- Mail merge if possible
- Personalize
- “The human touch”
- P.S.
- Power of a photograph
- Write like you’re writing to...





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Sign up for e-News!

- *Shorelines*
- *Advocacy Alert*
- *Member Matters*



There are many ways to stay connected with NH LAKES!





Find out more!



[www.nhlakes.org](http://www.nhlakes.org)



Please join us!  
Jump into NH LAKES & New Hampshire's lakes!





# Membership:

Best Practices for Recruitment and Retention

Lakes Congress  
May 31, 2019

Erin Graichen, Membership Program Coordinator, NH LAKES  
[erin@nhlakes.org](mailto:erin@nhlakes.org) | 603-226-0299