

May 27, 2014



Dear <Fname>,

Thank you for your support of the McDowell Sonoran Conservancy. Because of your generosity and that of like-minded citizens, the Scottsdale McDowell Sonoran Preserve remains a first-rate nature experience for more than 350,000 visitors annually. Whether it's hiking, biking, wildlife viewing, horseback riding, or photography, all of us enjoy unparalleled scenery when we are on the trails.

As our popularity continues to skyrocket—among both Valley residents and visitors—it's imperative that we effectively manage this sensitive corridor. It's also equally important for us to expand our efforts as a scientific leader of the region.

And we are doing just that.

Because of the dedicated work of our staff and volunteers, the McDowell Sonoran Field Institute is at the leading edge of small conservancies nationwide in documenting its research results.

We know as a donor, you champion the sustainability of the Preserve for the benefit of this and future generations. The Field Institute has undertaken a variety of initiatives with the same goal in mind:

- Begun development of the first-ever Ecological Resource Plan, a landmark document that will tie together existing environmental knowledge of the Preserve to define future vision, goals and objectives
- Presented research results at five different venues across the state of Arizona, including the Arizona History Association Meeting and the Tri-National Sonoran Desert Symposium
- Published *The Flora and Fauna of the Scottsdale's McDowell Sonoran Preserve*, a comprehensive, illustrated biological compilation of the animals and plants of the Preserve
- Partnered with the Arizona Geological Survey to develop a baseline map of the geology of the entire Preserve and surrounding areas
- Graduated 27 Citizen Scientists to extend our research efforts, collect important data, and conduct various research projects
- Created the Field Institute's Science Advisory Committee to help answer management questions

(over, please)

<Fname>, in the past 2 years, the city of Scottsdale has added 8,765 acres of additional land to the Preserve. It now encompasses more than 30,000 acres and 47 square miles, making it the largest urban preserve in the nation. As a result, there is more than ever to learn and catalog to inform critical decision-making.

Along with access, education, and advocacy, research is a cornerstone of our mission at the McDowell Sonoran Conservancy. As we continue to ask, address and answer the important questions of human use, human impact on vegetation, and restoration requirements, it is research that will guide us.

The scientifically-driven work we do and the evidence we uncover ensure that the McDowell Sonoran Conservancy makes informed decisions on future land acquisitions and defend the delicate ecological balance we must achieve to maintain sustainability.

That's why we are asking you to pledge a generous gift that supports our ever-expanding research and scientific efforts. With a donation of <Ask1>, <Ask2>, or <Ask3>, we can broaden and deepen our research-based activities.

We are proud to welcome hundreds of thousands of visitors every year to the McDowell Sonoran Preserve and we are equally proud of our growing stature in the scientific community.

This is truly an exciting time at the McDowell Sonoran Conservancy. It is because of your generosity that we can safeguard the land we all love.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Nolan". The signature is stylized and cursive.

Mike Nolan
Executive Director

P.S. <Fname>, your tax-deductible gift today of <Ask2>, will go directly to our vital research efforts, setting the agenda for our shared future.