

**1000 at \$100 Donation Campaign Media Kit**

**Please use any or all of the text, images, graphics and weblinks in articles on the web or in messages sent by email or posted on social network sites.**

**Angeles Chapter Sierra Club logo image:**



**Angeles Chapter Sierra Club website:**

<http://angeles.sierraclub.org/>

**Angeles Chapter 1000 at \$100 Donate Today logo image:**



**Angeles Chapter Donation website:**

[https://secure.sierraclub.org/site/Donation2?idb=0&df\\_id=11340&11340.donation=form1&s\\_src=WEBPAGE](https://secure.sierraclub.org/site/Donation2?idb=0&df_id=11340&11340.donation=form1&s_src=WEBPAGE)

**Angeles Chapter 1000 at 100 Donors appreciation buttons and website:**



**1000 at \$100 Donors**

<http://angeles2.sierraclub.org/1000donors>

**Webpage with the original Appeal letter as viewed on the Chapter Listserv email.**

[http://action.sierraclub.org/site/MessageViewer?em\\_id=242185.0](http://action.sierraclub.org/site/MessageViewer?em_id=242185.0)

**Short version of the appeal (please insert any of the images and weblinks above):**

June 2012

Dear Angeles Chapter Members & Supporters,

For over 100 years the Angeles Chapter has been a constant force in the environmental landscape. We have weathered good times and bad, flush times and lean. Despite increasing costs and declining donations, our Executive Committee, in partnership with our tiny, yet crackerjack staff, has been doing all it can to be financially responsible while maintaining the basics needed to run our Chapter. But now we need your help.

We understand that even the smallest gift is a struggle for some and we appreciate any and all donations, but we also recognize that for many a more substantial donation is possible. To that end we are establishing a new group of donors known as the "1000 at 100", aimed at enlisting the aid of 1,000 of our members to donate at least \$100.00 to ease our funding crunch and allow us to continue our ability to provide local opportunities to enjoy, explore, and protect the environment. If you can't give \$100 all at once, please consider making a monthly donation of \$10.

A heartfelt thank you.

Hersh Kelley, Chair, Executive Committee

Ron Silverman, Senior Chapter Director

If you would like to pay by check, please send it to:

Angeles Chapter Sierra Club  
3435 Wilshire Blvd #320  
Los Angeles, CA 90010

Make your check payable to the Angeles Chapter Sierra Club.

**Appeal Letter Original Text With Weblinks (please insert any of the images above)**

Sierra Club Angeles Chapter  
3435 Wilshire Boulevard  
Suite 320  
Los Angeles, CA 90010

(213) 387-4287 phone  
(213) 387-5583 fax  
[www.angeles.sierraclub.org](http://www.angeles.sierraclub.org)

Donate \$100 Today  
[http://action.sierraclub.org/site/Donation2?idb=0&df\\_id=11340&11340.donation=form1&s\\_src=WEBPAGE](http://action.sierraclub.org/site/Donation2?idb=0&df_id=11340&11340.donation=form1&s_src=WEBPAGE)

June 2012

Dear Angeles Chapter Members & Supporters,

For over 100 years the Angeles Chapter has been a constant force in the environmental landscape. We have weathered good times and bad, flush times and lean. When tough times called for us all to pitch in for the good of the Chapter, we did. We survived through the Great Depression in the 1930s and went on to thrive and create monumental change. We were not spared by the recession of 2008. Despite increasing costs and declining donations, our Executive Committee, in partnership with our tiny, yet crackerjack staff, has been doing all it can to be financially responsible while maintaining the basics needed to run our Chapter. But now we need your help.

Please donate.  
[http://action.sierraclub.org/site/Donation2?idb=0&df\\_id=11340&11340.donation=form1&s\\_src=WEBPAGE](http://action.sierraclub.org/site/Donation2?idb=0&df_id=11340&11340.donation=form1&s_src=WEBPAGE)

The truth is we have been having a cash flow crisis for the past year. Assistance is needed to maintain the day-to-day operations that many of you depend on for your daily activities within the Chapter. We recognize the need to provide you with the best service we can. Strides have been made - the recent launch of our new, more interactive web site is just one example. Please check it out at <http://angeles.sierraclub.org>

However, in order for our Chapter to continue, we must raise funds today.

We can't do it without you.

If ever there was a time for you to dig deep and support your Angeles Chapter that day is today.

As we strive to reinvent the Southern Sierran and reconfigure the Schedule of Activities to meet the current needs of Chapter members, we need your financial help.

We understand that even the smallest gift is a struggle for some and we appreciate any and all donations, but we also recognize that for many a more substantial donation is possible. To that end we are establishing a new group of donors known as the "1000 at 100", aimed at enlisting the aid of 1,000 of our members to donate at least \$100.00 to ease our funding crunch and allow us to continue our ability to provide local opportunities to enjoy, explore, and protect the environment. If you can't give \$100 all at once, please consider making a monthly donation of \$10. Or do both. Making a one-time and/or monthly donation is quick and easy. As a "1000 at 100" donor, you will be recognized on the website for your generosity.

The idea of the Angeles Chapter closing its door is unthinkable, but sadly it is not out of the question. If having the Senior Chapter Director belt out a medley from Cabaret at our next Annual Banquet will entice you to donate, he'll even do that too. In order for that to occur, we need to ensure that there is a Banquet next year. There's nothing we won't do to keep our doors open.

Together, we will ride out this storm and once again return to calm waters.

A heartfelt thank you.

Hersh Kelley  
Chair, Executive Committee  
Angeles Chapter

Ron Silverman  
Senior Chapter Director  
Angeles Chapter

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