

Challenge Corporate Power



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RUNNING A FRIENDS AND FAMILY FUNDRAISING CAMPAIGN

The people that are closest to you want you to succeed, so why not ask them for their support? Some easy ways to do this:

- Write a letter explaining the work that you're doing and the fundraising goal you need to meet to achieve your campaign goals. See the sample below (it's a couple years old) for some ideas on what your letter might include. Encourage 10 of your friends to write similar letters.
- Ask them to sponsor you for a walk or a run or some other "a-thon" type activity. (See Fundraising 101)
- Be sure to set a goal and include that goal in your letters.
- After the letter drive is over, send follow up thank you letters to the family members that supported you, and be sure to include in the thank yous that you met (or exceeded) your goal!

Dear _____,

Greetings!

PERSONAL BLURB/SMALLTALK GOES HERE

As you know, I've been working/volunteering/organizing at RAN for almost _____ now, and it's been an incredibly wild ride! In just the past few months, we've gotten Boise Cascade, the largest logging company still converting old growth forests into toilet paper and two-by-fours, to produce an historic policy that makes Boise the first company to stop logging, buying, and distributing old growth wood anywhere on Earth. In just three years, we've transformed the "dinosaur" of the logging industry into a global leader in environmental responsibility! Now we're turning our attention to Boise competitors, and getting ready for the endgame – no more old growth forest destruction. Period.

At the same time, we've successfully brought Citigroup, the world's largest financial institution, to the brink of a groundbreaking agreement that will limit the company's investments in logging, mining, and oil and gas projects that degrade or destroy endangered forests worldwide. Going up against a trillion dollar corporation feels a bit like David going up against Goliath; it's daunting, but feels great when you win! Of course, we've still got a lot of hard work to do to make sure we that the policy translates into real protections on the ground in pristine ecosystems from Indonesia to Ecuador, and that the rest of the financial industry adopts similar standards too. But Citi's policy (and the protections it brings to the global environment) is something we can be very proud of.

And just recently, we've helped to launch the Jumpstart Ford campaign, calling on Ford Motor Company to confront its role in driving our oil addiction and the

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rainforest destruction, human rights abuses, job loss, and war that are its side effects. Ford portrays itself as an innovator and an environmentally friendly company, but the company continues to churn out primitive, gas-guzzling vehicles, many of which get fewer miles per gallon than did the Model T 80 years ago. We're pushing Ford to a fleetwide average of 50 mpg by 2010, and to exclusively produce vehicles with no greenhouse gas emissions by 2020.

In this time of such overwhelming environmental and political disappointments, I can't tell you how good it feels to be WINNING! RAN is one of the few organizations making real progress on the most pressing environmental issues of the day, shifting the balance of power away from multinational corporations, and pushing the global economy towards the ecological U-turn we all know is necessary to create a safe, just, and beautiful world in the 21st century.

As you know, RAN takes no money from corporations. We rely on the support of individual members to do our work. This year's been challenging for us financially, and our successes, both present and future, depend more than ever on the support of friends and allies like you. **Your tax-deductible contribution of ___ to become a RAN member will go a long way in helping us work to protect the last of Earth's rainforests and the rights of the people who call these places home.**

Here are some examples to give you an idea of what your donation will help us achieve:

\$35 membership – Sponsor an intern's travel expenses to and from the office for a month.

\$50 membership – Sponsor the design and production of signs and props for a grassroots demonstration at a Bank of America branch.

\$250 membership – Sponsor the food and supplies for a 50 person "Strategic Action Training" – a weekend-long conference designed to give young activists the skills and knowledge they need to work for social change in partnership with RAN and in their communities.

\$1000 membership – Sponsor a banner-hang action and protest at the North American Wholesale Lumber Association annual conference, where we target Boise Cascade and other companies for their role in decimating the last of the world's pristine old growth and endangered forests.

Okay, so **1000 bucks** might be a bit much, but please, be as generous as you can! I've enclosed a brochure that shows you a bit more about what we've been doing at RAN, as well as a membership form.

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Thanks so much in advance for your support!

For the Earth,

Dan

Global Finance Organizer
Rainforest Action Network