



# Audubon

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September 5, 2001

Dear Chapter Presidents:

I am pleased to announce the Fall Chapter Gift Incentive program.

First, congratulations for making last Spring's Gift Membership test program a success. From April through June, we received over 750 Gift Memberships from Chapters Leaders. As a result of this great success, the Membership Department has decided to extend the Gift Membership incentive to all Active Chapter Members this Fall.

From September through December 2001, your Chapter can take advantage of the **Fall Gift Membership incentive**. For every gift membership, specially priced at only \$15, no matter where the recipient lives, your Chapter will receive the \$15.00.

Enclosed in this package are (25) special gift membership forms for you to distribute to your Chapter members. The program details are as follows:

- Distribute the enclosed forms to your Chapter Members. If you need more, please feel free to make photocopies of the forms.
- Ask each Chapter member to fill in his or her name, address and Chapter code on each Gift form.
- Fill in the gift recipients' names and addresses on the same form.
- Each Chapter Member can send the forms with a check for the total amount of the gift memberships for processing to:

**National Audubon Society  
Membership Department  
700 Broadway  
New York, NY 10003**

It's that simple! Once we receive the gift memberships, we will promptly record the gifts received to your Chapter to ensure you receive proper payment for the incentive.

**Also, please make sure to communicate to your Chapter members this special gift membership incentive does not apply to any other gift offer you may receive from Audubon. In order to receive credit for this promotion, all orders must be sent to the Membership Department in New York. Any other gift orders will not be credited towards the incentive program.**

Remember, the holidays are a wonderful time to give a gift Membership to Audubon. Thank you for your dedication to helping Audubon grow. I encourage your Chapter to participate.

Please feel free to contact me with any questions at [ktotaro@audubon.org](mailto:ktotaro@audubon.org) or call 212-979-3120.

Sincerely,

Kristen Totaro  
Partnership Marketing Director