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WILDERNESS FOUNDATION

CONTACT

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2021 SUSTAINING MEMBERSHIP/BUSINESS SPONSORSHIP

Appeals Campaign





WHAT DOES THE ABWF NEED?

ABWF—a nonprofit dedicated to wilderness stewardship and appreciation—relies on memberships to support our capacity.

Without membership renewals, our staff wouldn't be able to develop programs, write grants to fund them, or recruit volunteers to make them a success. Many foundations like to support flashy new projects; few want to pay for the everyday operations necessary to make them happen.

That's where our members come in. But while ABWF has had more than 2,000 donors since it was founded in 2008, in 2020 we had little more than 200 membership renewals: **a 90% drop in overall donor retention!** So we are working to add value to our memberships beyond the conservation work they help support.

OUR GOAL is to recruit and retain at least 400 sustaining members making \$10/month donations And we are looking to local businesses to help us meet this goal.

HOW CAN YOUR BUSINESS HELP AND WHAT'S IN IT FOR YOU?

Local businesses have long supported ABWF, so we are looking to grow that support in ways that **mutually benefit us as well as our business partners.**

Here are a few ideas:

- (1) Cash sponsorships of a project, event, or intern,
- (2) Donated products or services that we can auction, raffle, or use as prizes and incentives, and
- (3) **Donated discounts that we can provide as an incentive for sustaining members.**

We think donated discounts may be the easiest way for your business to **support ABWF and increase exposure, bring in new customers, and increase revenues.** We want these donations to be win-win-win, benefiting ABWF, our members, and our business partners alike.

Participating businesses can:

- (1) Attract customers who may have otherwise purchased online or at a big box store
- (2) Gain visibility through our **membership page, social media shout outs,** and inclusion in an online **AB Wilderness Gateway Community Visitor Guide,** and
- (3) Support a local nonprofit, and show that support to customers.

WHAT ARE OTHER BUSINESSES SAYING?

Sarah Histan owns **SMH Training**, offering online outdoor sports fitness programs. She recently donated 1-hour introductory lessons to her 18-week Ski Babes program to 2 of her favorite nonprofits. They were easy, effective fundraisers, but how did SMH Training do?

Sarah added **114 new clients** to the full program through the donated events, bringing *"really big positive impacts for my revenues."*

They also helped her increase exposure to potential customers outside her own network.

"Anytime I can get other people to know what I'm doing is really helpful as I try to grow."

And not just any customers, but the kind Sarah wants to work with.

"It pulls in the right people—like-minded, social justice oriented, care about the environment and minimizing their impacts— that happens when I partner with an organization that aligns with my mission. Bringing in the right customers helps clarify what I stand for while helping my customers feel like they are in the right place. All of that feels really valuable to me."

"I'm going to keep doing things like this because they're so successful. Would I recommend other businesses do the same? 100%!"

WHAT ARE CUSTOMERS SAYING?

Eagle Mount provides therapeutic recreation for people with disabilities. It relies on volunteers, each of which receives a **Volunteer Incentive Card** with discounts from local businesses.

"The incentives are a nice perk," said Eagle Mount volunteer Kyle Marvinney. *"I appreciate that Eagle Mount shows its volunteers how much they are valued."*

"I have certainly decided to make purchases at a particular store thanks to the discount they provided."

But the discounts aren't the only, or even the primary, factor influencing his patronage of supporting businesses.

"I really like the coffee at my own grocery store, but there's a local coffee roaster on the card. Their discount alone doesn't really make it worth it to go out of my way to buy my coffee there, but I do anyway, because I want to support a business that also supports Eagle Mount."

**DOES YOUR BUSINESS WANT TO PARTICIPATE?
PLEASE CONTACT:**

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