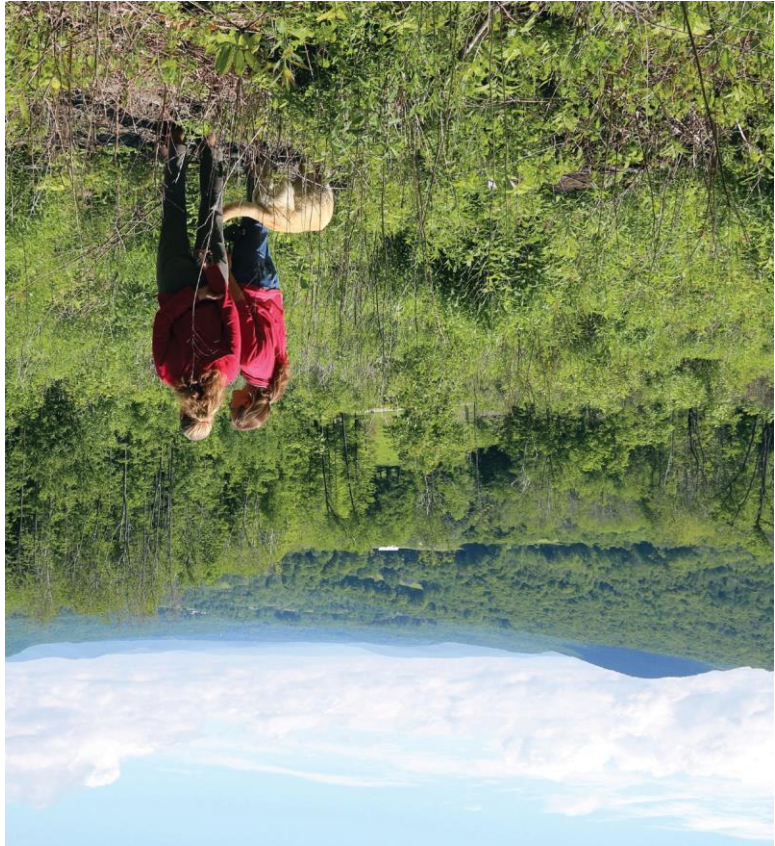


INSERT PARTNER LOGOS HERE



ACT NOW to help local wildlife!

Many birds and
animals depend
on YOUR land.
They need
your help.



Have you ever taken action to save the rainforest?

Or worried about how ocean warming will affect marine life? Or planted native shrubs to provide food and shelter for birds? If so, you already know how important animals and plants are for keeping our world healthy and vibrant.

Yet, many plants and animals are under threat. Even right here in [NAME] County.



The native New England cottontail rabbit is close to extinction because its habitat is dwindling.

This rabbit needs young forest and shrublands, which are also important for more than 60 animals and birds, including [INSERT 2 CHARISMATIC SPECIES]. The New England Cottontail is just the first to be affected—the canary in a coal mine.

There are very few rabbit communities left in New England, and some of them are right here in [NAME] County. Every acre of habitat that we create here is a lifeline for this native rabbit and a godsend for the many species that rely on young forests. Moreover, from monitoring existing rabbit communities, we know that **your land is especially important for New England cottontails.**

That is why we are asking: **Please consider creating cottontail habitat on your property.**

Special funds have been set aside for habitat creation on lands that are important for saving this rabbit. The New England Cottontail Initiative (NEC), a collaboration of local conservation professionals, will help you use these funds to carry out a habitat creation project. They can design the project to improve the health of your woods and the recreational amenities on your property.



This project will likely cost you nothing, but it will make a big difference to many native animals and birds. Please call [NAME] at [XXX-XXX-XXXX] or email [HIM/HER] at [EMAIL ADDRESS] to discuss the possibility of making your land more inviting for rabbits and other wildlife. This call does not obligate you in any way; if you decide that a habitat project is not right for your property at this time, you will still have our thanks (and the rabbit's) for considering this request.

[NAME]
[YOUR ORGANIZATION]

[COSIGNER (optional)]
[LOCAL LAND TRUST/CONSERVATION ORG]

“I’m so excited to see how people in [NAME] County are coming together to help wildlife. I love that we can help them do this at no cost, and often in a way that improves their property.”

-[NAME], habitat specialist

Insert close-up picture of project staffer