M E M O R A N D U M

To:        Birds of Prey Finance Committee

cc:        Pat Noonan, Henry Little, Dean Bibles, Tom Beers, TNC
           Development Dept.

From:      Spencer B. Beebe

Date:      December 6, 1977

Subject:   Campaign Update


The $350,000 Birds of Prey Natural Area, Snake River, Idaho fundraising
campaign is evolving slowly but gradually building tremendous momentum.
I am guilty of having underestimated campaign start-up time, and, with
the exception of a few individuals, we have not yet begun asking
people for contributions.  The pre-campaign planning stage is critical,
however, and nearing completion.  It is doubtful that our year end
$150,000 goal will be met (approximately $1500 has been received to
date - spontaneously from individuals in response to press releases)
but we anticipate being able to exercise the December 31, 1977 option
as hoped.

Pre-Campaign Planning

1.  Finance (Fundraising) Committee

    Cecil D. Andrus, Chairman - Secretary of the Interior
    Charles J. Hedlund - Board of Governors TNC, President, Esso
                         Middle East (EXXON)
    Tom McCall - Board of Governors TNC, former Governor of Oregon
    Morlan Nelson - filmmaker, falconer
    Roger Tory Peterson - author, artist
    Richard H. Pough - Board of Defenders of Wildlife, Hawk Mountain
                       Sanctuary
    Robert Redford - actor, conservationist
    Nathaniel P. Reed - Board of Governors TNC, former Assistant
                        Secretary of the Interior
    Godfrey A. Rockefeller - Executive Director of World Wildlife Fund
    Elvis Stahr - President of National Audubon Society

To be invited:

    John Evans, Governor State of Idaho
    Anne Morrow (Mrs. Charles) Lindbergh
    Frank Bond, Board of North American Falconers Association
    Tom Cade, ornithologist, Cornell University, Director of Peregrine
              Fund
    Maurice Brown - Hawk Mountain Sanctuary
    Sir Peter Scott
    Eliot Porter

2.  Campaign Literature

    A.  Direct Mail Brochure (8½ x 11 - four sides fold out to 17 x 22,
        four color poster - folded to enclose in standard envelope -
        photos from July issue of Audubon)

        Expected to be complete January 31, 1978.  Print 10,000 -
        450,000.  Cost - 45¢ (10,000) to 12¢ (50,000) each

    B.  Large Contributor Proposal (12+ pages, 8½ x 11 spiral bound
        proposal with photos from July issue of Audubon).

        Expected to be complete December 31, 1977.  Print 50 - costs
        about $3 each.

    C.  We have on hand 1000 copies of July Audubon and Defenders of
        Wildlife is reprinting their article for us.

3.  Potential Donor Lists

    A.  Direct Mail - broad based appeal.  Estimated 10-30% of the
        campaign goal, 80-90% of the contributors

        TNC - national membership
        Defenders of Wildlife - national membership
        National Audubon Society - national membership
        North American Falconers Assoc. - national membership
        Hawk Mt. Sanctuary - national membership and visitorship

        Skagit River Bald Eagle Sanctuary, Wash. - contributor list
            ($160,000 TNC campaign completed July, 1977)
         Silver Creek, Idaho - contributor list ($550,000 TNC
            campaign completed March, 1977)
        Mile Hi Ranch, Arizona - contributor list
        Missouri Eagle Roost - contributor list
         Idaho, Washington and Oregon conservation organizations -
            membership lists

These lists will be approached selectively and may be trimmed as
appropriate.  The direct mail brochure can be tailored to the needs
and desires of individual organizations.  Spring 1978

We are also planning ads in National Audubon, Defenders of Wildlife,
and National Wildlife Federation journals.  Spring 1978

    B.  Personal visits: selective appeal.  Estimated 70-90% of
        campaign goal.  10-20% of contributors

        This list will include carefully selected individuals,
        foundations, corporations and organizations.  Because of the
        nature of the project, I am guessing 90% of these will be
        individual rather than institutional donors.  With the
        assistance of members of the Committee I have assembled a

preliminary list of approximately 30 donors in this category.

This is the single most important way in which Committee members can help at this time.  We need names, addresses and phone numbers as well as suggestions for the best approach when possible (Committee member?, Conservancy Board?, staff?, timing?, low key?, memorial?, etc.)