

M E M O R A N D U M

To: Birds of Prey Finance Committee
cc: Patrick F. Noonan, Henry Little
From: Spencer B. Beebe
Date: September 27, 1977
Subject: Birds of Prey project - Campaign strategy

Finance Committee:

Cecil D. Andrus, Chairman
Nathaniel P. Reed
Tom McCall
Morlan Nelson

Background

After over two years of negotiations, on August 22, 1977 the Conservancy secured two options to purchase three separate important private inholdings in the BLM's 36,000 acre Birds of Prey Natural Area on the Snake River south of Mountain Home, Idaho. \$10,000 was paid for the options with one option for 360+ acres (2 tracts) expiring December 31, 1977 and the other option for 127 acres expiring December 31, 1978. The total purchase price is \$194,000 (\$400/acre) for land that could be appraised as high as \$500/acre.

While the acreage is very small in relation to the overall size of the Birds of Prey, the three tracts include over three miles of the Snake River, spectacular cliff habitat for nesting birds of prey, dozens of springs and ephemeral creeks (most of those which occur in the entire canyon), excellent marshland, Indian caves, and an old stone homestead. The three separate tracts are scattered along the 30 mile stretch of canyon in strategic locations and are essential to the integrity of the natural area.

The principal reason for the Conservancy's involvement in a national fundraiser for the Birds of Prey is to add an important and powerful voice from the private sector in both the acquisition of the essential lands, and in pioneering creative and sound management practices. We can inject the adrenalin of over 40,000 members of the Conservancy plus probably thousands of individual, organizational, corporate, and foundation contributors into a land ownership position of support.

There is a major governmental thrust needed to overcome powerful opposition to the expansion of the current 36,000 acre Birds of Prey to the 500,000+ acre area which must be preserved to provide protection for both the nesting habitat and the prey base of the world's densest nesting population of birds of prey.

Secretary Andrus deserves some help from the private sector.

Campaign

\$350,000 total goal, of which \$150,000 should be in hand in order to exercise the first option on December 31, 1977 and the balance in hand by December 31, 1978 to exercise the second.

The \$350,000 goal breaks down thus:

- \$194,000 purchase price
 - 6,000 legal, closing, travel expenses
 - 10,000 fundraising costs
- 140,000 management fund: of which \$40,000 would be a capital fund for the first 2-3 years of management and \$100,000 in endowment for an ongoing program.

With an immediate goal of \$150,000 by yearend, and \$10,000 in option money already spent, a \$75,000 50:50 challenge matching grant should be on hand no later than November 15, 1977. At that time a grass-roots, broad based national public campaign should be launched.

In the meantime, 5,000 envelope sized, color brochures should be prepared (SBB), 50 foundation and corporation proposals prepared (SBB), 100 color reprints from Audubon (July issue) issue on the Birds of Prey secured (SBB), potential donor lists assembled (SBB and Committee), TV spots, film and slideshows prepared (Nelson and SBB), and bulk mailing prepared (SBB). A big, public bulk mailing might best go out February-March of 1978, and again in October of 1978.

Fundraising luncheons and dinners need to be organized in major cities around the country (SBB and Committee). The possibility of a cooperative campaign with National Audubon needs to be explored (SBB and Noonan).