



FORT WORTH ZOO

ZOO FAN RECRUITMENT LETTER

LONG FORM

Dear (),

There is a lot of talk today about the environment, saving endangered species, and lack of science education. The problems seem to be everywhere but is there a way to affect them?

While others talk ZOO FANS act.

In 1970, there were at least 60,000 black rhinos inhabiting the grasslands, forests and marshes of Ethiopia and Central, East and South Africa. Today less than 3000 have survived attacks by poachers and habitat destruction. Captive breeding is a vital measure to ensure the survival of the species.

In July, an unprecedented effort to move ten black rhinos to the safety of U.S. zoos and ranches succeeded. ZOO FANS of the Fort Worth Zoological Association helped underwrite the trip and ensured that Fort Worth would be part of this history making project.

In August, a healthy male calf was born to the Fort Worth female black rhino who had been vulnerable to poacher's guns in Zimbabwe just six weeks before.

ZOO FAN members are lending support to internationally significant programs for Asian elephants, golden lion tamarins, chimpanzees, gorillas and endangered species of birds, reptiles and amphibians cared for by the Fort Worth Zoo.

ZOO FANS receive free admission to the zoo, as well as magazines and newsletters to stay informed about the zoo and its animals.

Conservation needs educated citizens to make informed decisions about the future of our planet. ZOO FANS are making a difference here too.

Approximately 90,000 students (from elementary school to college) annually come to the zoo to study science. The Fort Worth Zoo Decent Council, supported by ZOO FANS, guides almost 30,000 students each year through a unique learning classroom, the zoo. Zoo School reaches almost 700 students with classes from animal behavior to video production. In all classes, the basic scientific concepts are taught through living examples found in the zoo.

500 Main Street

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Fort Worth, Texas 76102

(817) 877-3111

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Emerging alongside the new awareness in conservation is the growth of the zoo as a community, national and international resource. In 1987, approximately \$500 million were spent on design and construction of existing U.S. zoos. Zoos spend more than \$10 million each year to feed, house and care for endangered species.

We believe that you are representative of the concerned and informed citizens to whom we must communicate the important work of the Fort Worth Zoo. We need grassroots support to meet the continuing demand for more educational outreach and conservation programs.

In just two years, the Fort Worth Zoological Association has received pledges and donations for \$14 million in zoo improvements.

In less than one year, 550-plus households have become ZOO FAN members. The Fort Worth Zoo has proven that it can have an impact on conservation and education.

YOU CAN HELP. HERE'S HOW

BECOME A ZOO FAN NOW!

For as little as \$35 annually, you and your family can be members of the Fort Worth Zoological Association. Your pledge will go toward the improvement of animal homes at the Fort Worth Zoo, contribute to the conservation of species housed there and provide for unique educational experiences.

ZOO FANS receive free admission, a colorful biannual magazine, six issues of ZOO FAN MAIL newsletter and a 10% discount at the Zoo Gift Shop. ZOO FAN members also receive invitations to special previews and events at the Zoo.

Please read the enclosed membership form then select a \$35, \$50, \$100 or \$250 membership or become a member of the \$1500 ZOO FAN Conservator's League.

ZOO FAN members make a difference in the future of conservation and science education. Do more than just talk about the problems...BE A ZOO FAN.

Sincerely,

Fort Worth Zoological Association Board of Directors



FORT WORTH ZOO

I, _____, agree to address recruitment letters
to the following 10 individuals and/or families as possible
new ZOO FAN members:

NAME	ADDRESS	ZIP
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____

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