



## PRESIDENT'S SOCIETY

December 10, 2020

Full Name  
Business  
Address Line 1  
Address Line 2  
City, State ZIP Code

Dear Informal Greeting,

I've heard it again and again these last eight months, from people young and old, and from all walks of life:

*"You know, I've always loved the outdoors...  
... but I never realized how much I truly needed it until now."*

In this extraordinary year, you and I needed the outdoors more than ever before. And right now, the outdoors needs us every bit as much.

As a leader at AMC, you play a vital role in protecting the outdoors.

Today, I am urgently reaching out to you to ask you to again stand up for nature by sending a special year-end donation by December 31<sup>st</sup>. At a time when more people than ever have been turning to the outdoors – and when AMC's mission to foster the protection, enjoyment and understanding of the outdoors is more relevant than ever – I need your help.

Informal Greeting, can I count on you to make a generous gift of \$ASK1 or even \$ASK2 to rejoin the AMC's President's Society? Your leadership gift will ensure our mission-critical work protects and preserves the outdoor places you love most:

- You will maintain and protect environmentally significant habitat throughout the entire eastern corridor – including the 75,000 acres we own and manage in the Maine Woods...
- You'll contribute to scientists' understanding of climate change and resiliency – so land stewards are more equipped than ever to protect our outdoors...
- You'll advocate in state capitols and Washington, DC to safeguard threatened landscapes, clean air, and clean water.... AND...
- You'll maintain the trails you love, that require dedicated crew, heavy equipment, and an extraordinary amount of sweat equity.

As you know from my previous letters, this has been, in many ways, the toughest year in AMC's proud 144-year history.

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*(over please)*

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Lodging and programs aren't only a source of great fun and joy – they also drive a huge portion of AMC's operating revenue.

And while I'm pleased to report we were able to safely reopen many of our popular lodges, other programs – and our iconic high mountain huts – are still closed... leaving us with this funding gap.

In response, we've tightened our belts and made difficult decisions to adjust to a 30% reduction in AMC's budget. We've deferred trail projects and capital improvement projects, suspended discretionary spending, and reduced our full-time staff by 25% through hiring freezes, layoffs, and furloughs.

Despite all these measures, we are still looking at a \$1.5 million gap that leaves our conservation work at risk. I am turning to our closest friends – you – to see us through.

Even during the toughest of times – and as we look to 2021 – we are more determined than ever to do all we can to preserve and protect the outdoors you and I love... and need more than ever.

Can I count on you? Your leadership gift today will preserve and protect the outdoor places you care about most.

I am forever grateful for your special partnership and your generous support. The President's Society has seen us through many challenges. As we head into 2021 with a steadfast commitment but an extraordinary funding gap – I hope you will make as generous a gift as you can.

Stay well,

A handwritten signature in black ink, appearing to read "John Judge", with a stylized flourish at the end.

John Judge  
President and CEO

P.S. Your tax-deductible donation before December 31st will make an incredible difference for the outdoors! I urge you to make the most generous gift you can today.