

Thank you for your interest in EcoLogic's 2008 Ambassador Campaign! The Ambassador Campaign provides critical core support that allows us to achieve great programmatic successes. By generating institutional stability and sustainability, support from the Ambassador Campaign enables EcoLogic to strengthen existing alliances and develop new strategic partnerships. It also provides an opportunity to think big, look to the future, and pursue new and innovative approaches.

EcoLogic's Ambassadors are a group of people who believe in our approach to community-based natural resource management and economic development. Ambassadors make a personal and financial commitment to EcoLogic and share their commitment to the organization within their own social circles. Through their participation in the Campaign, Ambassadors make a direct contribution to EcoLogic's work and mission, helping to improve the lives of marginalized communities and to conserve some of the Earth's last great places.

## Current EcoLogic Project Sites





## Why the Ambassador Campaign?

EcoLogic's Ambassador Campaign, launched in 2005, has become an essential component of our success. Since then, the Campaign has brought in over 150 new donors to EcoLogic, helping expand our network and providing critical core operating support. The funds raised by our Ambassadors help us build a strong foundation on which we can rely as we multiply our efforts and achieve more results than ever before.

Together, we have the potential to do even more in 2008! We hope you will join us in this effort.



### Why are contributions to the Ambassador Campaign so important?

In a word, *leverage*. Historically, each dollar raised through the Ambassador Campaign has supported our core operations and enabled us to raise an additional \$10-\$15 from other sources; these funds, in turn, have been matched dollar-for-dollar by fundraising in the field. Each Ambassador dollar, therefore, has resulted in \$20-\$30 toward accomplishing our mission. Simply put, the Ambassador Campaign makes everything else at EcoLogic possible.

### What will my contribution help accomplish?

This year marks our 15th anniversary and we plan to celebrate this milestone by continuing to do what we do best—advancing the conservation of critical natural resources in rural areas of Latin America by promoting sustainable livelihoods. Together with local partners, we address the issues of biodiversity loss, poverty, climate change and social injustice through the implementation of replicable and innovative approaches to ecosystem conservation and community development. We are now expanding our work into Panama and Nicaragua, while increasing the capacity of our existing partners. We look forward to having you be part of these exciting developments in 2008!

### How can I get involved?

First, we request that you fill out a pledge form giving us the information we need to assist you in meeting your goal. You choose the amount of your pledge as well as the strategies you will employ to reach that amount. Past Ambassadors have fulfilled their pledges through house parties, letters and emails, telephone solicitations, and many other creative ideas. EcoLogic staff members are available to help you brainstorm and execute your plans. Please feel free to contact us!

- Shaun Paul, Executive Director — 617-441-6300 ext.101
- Barbara Vallarino, Program Officer — 617-441-6300 ext.109

