



April 2020

Birdlife Israel C19 Crisis Appeal Rewrite

NEW VERSION WRITTEN BY: Lea Ann Peterson

The Problem stated by Lawrence Kasmir:

[#ask](#) Here's our COVID-19 emergency appeal. Would love some feedback before my 'fundraising by committee' rips it apart and decides they know best. Would appreciate feedback because I know this is never going to see the light of day.

Our last print communication was a newsletter right at the beginning of the pandemic (mid March) which just including a soft ask. Apparently it's too close together.

Thanks



New Version of C19 Birdlife Israel Crisis Appeal by Lea Ann Peterson:

Johnson Box:

URGENT COVID-19 CRISIS APPEAL

Israel's resident and migrant birds are in danger.
Please rush your donation by June 30th

Dear fellow bird lover,

The COVID-19 pandemic is having an unimaginable impact on our fundraising. Your urgent donation will help continue the work of protecting the Holy Land's birds.

Birdlife Israel is facing an unprecedented financial crisis. All major public funding events are cancelled due to the COVID-19 crisis. We expected to generate \$185,000 from these sources.

Without your help, Israel's safe skies and feeding grounds will lose vital protections.

Will you help protect the Holy Land's birds with a donation of \$180, \$360 or \$500 by June 30th?



PETERSON MEDIA DESIGN

Vivid Words for Visionary People

You can save the habitats that support endangered species, like the Bonelli's eagles and Griffon vultures. Both these majestic birds of prey are in critical danger.

Stopping a conservation project now will have repercussions for these species for years to come...

And worse, they may never recover!

Don't let these magnificent creatures be another victim
of this global crisis!

You care about the future of birdlife in Israel, and through us Europe, Asia and Africa. Your continued support is critical... now more than ever.

Your generous donation will help continue the work of protecting the Holy Land's birds.

The loss of funds is devastating. The Eilat International Bird Festival and private tours fund vital conservation projects. Their loss this year will put these efforts years behind.

Please, make a generous gift by June 30th to help Birdlife Israel through this global crisis.

Without your immediate donation, crucial bird conservation efforts will end.

My team and I are working hard to prevent this, including by cutting our own salaries. But without generous donors like you, this won't be enough.



You can help continue research studies that identify key bird habitats to protect. But if bird lovers like you don't give today, there won't be funding to continue when the crisis ends.

So please, grab a pen. Complete the short form with your donation of \$180, \$360 or \$500 and return it in the enclosed reply envelope. Or visit our website at <https://www.natureisrael.org/Support-Us/Donate>

I promise you I will do everything in my power to protect birds in Israel.

Send your donation by June 30th. You can have a significant voice to protect Israel's birds at the July board meeting. In that meeting, we will make painful decisions about which birds we can continue to protect... and others we cannot.

I promise to make your donation count.

You will receive updates on how your money is protecting bird habitat in Israel. And, on what's happening as you help pull Birdlife Israel through this crisis.

Thank you for being a loyal bird lover. Myself, our volunteers and staff wish you well during this pandemic. We all send our love and gratitude for your support.

On behalf of the birds,

Dan Alon
Director, Birdlife Israel Society for the Protection of Nature in Israel



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PS Birdlife Israel is facing an urgent loss of funding because of the COVID-19 crisis. We need to raise \$185,000 by June 30th. Will you protect the Holy Land's magnificent birds with a donation of \$180, \$360 and \$500?

But with your help Israeli and migrating birds will have safe skies and feeding grounds. Please continue protecting Israel's birds with a donation today. Grab a pen, fill in the enclosed form and post it along with your donation.

Or, visit our website <https://www.natureisrael.org/Support-Us/Donate>

Original – Birdlife Israel Covid-19 Crisis Appeal on following page →

April 23, 2020

URGENT CRISIS APPEAL The impact of COVID-19 is threatening the long-term future of our organization to protect Israel's resident and migrant birds. Only with your help have I can continue to protect ALL 540 species that fly through the Holy Land. Please rush your donation to me by June 30th

Dear fellow bird lover,

This is the most important letter I have ever written. Birdlife Israel, part of the Society for the Protection of Nature in Israel, is facing an unprecedented financial crisis that is forcing me and my team to make painful decisions that I never imagined we would ever have to face.

Our financial situation is that right now we can not continue all our work and will have to cancel some important projects. Including those that protect Bonelli's eagles and Griffon vultures. It's an impossible situation. Discontinuing a project now will have repercussions for these species for years to come.

But with your help, I hope to avoid having to make this choice. I hope that you, your family and friends are as safe as possible right now. And I'd like to thank you for taking the time to read this. I really need your help. I know you care about the future of birdlife in Israel and through us Europe, Asia and Africa.

Right now, I need you more than ever. The COVID-19 pandemic is having an unimaginable impact on our activities and ability to raise vital funds. Our Eilat International Bird Festival was canceled along with other private tours. These were expected to generate over \$100,000 to directly fund our bird conservation projects. With their cancellation, I'm facing a significant budget deficit.

Please, would you join me by making your most generous gift ever to help my team and I get Birdlife Israel through this global



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crisis? Right now, it looks like I will be forced have to make severe cuts, or even terminate, some of our bird conservation projects. My team and I are working hard to prevent this, including by cutting our own salaries. But without extra income, I can see this won't be enough.

I need to raise \$85,000 before the summer. I know this seems like a lot and it is but from my experience, the best chance I have of reaching this target is with donations of \$180, \$360 and \$500. Your past support has saved one of the most important areas in Israel for several species of desert birds including four species of sandgrouse, the Houbara bustard and cream-colored coursers.

As this crisis struck we were in the middle of conducting research to identify other key bird habitats that need protection. When the crisis is over I'm not sure that there will be funding to continue it.

So please, grab a pen complete the short form with your donation of \$180, \$360 or \$500 and return it to me, in the enclosed envelope or visit our website

<https://www.natureisrael.org/Support-Us/Donate>

I promise you I will do everything in my power to protect birds in Israel.

I have an important meeting with key staff and senior management in early July. In that meeting, we will look at our financial position and make painful decisions about which birds we can continue to protect and others that we will not.

However, if you intend to make a gift but won't be able to E\WKHGHDLQJ of June 30th then please let me know you will be sending one later by emailing me at ioc@inter.net.il so that I can tell the team your donation will be coming a little later.

I promise to make your donation count and commit to updating you on how we spend any extra funds raised as well as keeping you informed on what is happening as you help pull Birdlife Israel through this crisis.



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Thank you for reading this. On behalf of the birds, our volunteers and staff at I wish you well, and we all send our love and gratitude.

With our best wishes

Dan Alon Director,

Birdlife Israel Society for the Protection of Nature in Israel

PS I've never had to write a letter quite like this before. As I write this, I still can't believe the situation we are in. At the meeting my colleagues and I may have to make the toughest and most painful decisions of our lives, with fateful decisions for many different bird species.

But with your help, those decisions could be much easier, and Israeli and migrating birds will have safe skies and feeding grounds. Please help me to continue protecting Israel's birds by grabbing a pen, filling in the enclosed form and posting it along with your donation.