BRIAN HUSE

Dear [SALUTATION],

I am so grateful for your partnership with the Coral Reef Alliance (CORAL) in our work to halt the destruction of coral reefs and the demise of the creatures and people who depend on reefs for food, protection, and income.

In recent years, you've helped CORAL build new alliances in communities along the reef, bringing tangible economic benefits to the villagers while protecting coral reefs through community-driven conservation.

As you know, CORAL has launched an ambitious five-year initiative to double our project sites around the world. And we're counting on every one of our members to support this critically needed expansion.

That's why I'm writing to ask for your help again today. Your gift of [$HPC] was extremely helpful and I hope you can match or even double that amount at this time.

[SALUTATION], please know that any gift you can send today will be put to immediate use saving coral reefs. And as a gesture of my appreciation, I will be pleased to send you our beautiful new 2009 CORAL wall calendar.

With many thanks,

Brian Huse
Executive Director

P.S. In order to direct more of our resources to saving coral reefs, we only have a limited supply of 2009 calendars available. So please send your contribution right away to reserve your 2009 calendar and help protect these vulnerable and magnificent coral reefs. Thank you!

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