



RIVERKEEPER.

828 South Broadway
Tarrytown, NY 10591
914-478-4501
www.riverkeeper.org

Hudson River Stewards

Tarrytown, New York
[DATE]

[FIRST NAME][LAST NAME]
[ADDRESS]
[CITY], [ST] [ZIP]
XXXXX
XXXXX

Dear [SALUE],

I want to personally thank you for your extraordinary generosity as a member of the Hudson River Stewards Club—and for partnering with Riverkeeper to restore the magnificence of the Hudson River and safeguard the water resources of the entire region.

Your support helps Riverkeeper to bring environmental polluters to justice, advance efforts for the provision of safe and clean drinking water, and protect 20 million people from the prospect of a catastrophic nuclear disaster at Indian Point.

It seems every community has its David and Goliath story. Unfortunately, the Hudson River Valley has more than its share. The most notorious case is the battle that Riverkeeper—and our constituents of fishermen, doctors, housewives, teachers, and retirees—are waging against General Electric, the corporate giant that continues to undermine federal laws and avoid responsibility for dumping 1.3 million pounds of PCBs into the Hudson River.

Like me, I'm sure you too were outraged last October when the Environmental Protection Agency signed an agreement with GE that lets them get away with cleaning up only 10 percent of the cancer-causing PCBs. What's worse, it leaves open the possibility of future legal challenges from GE. And, if GE refuses to clean up the other 90 percent, there's absolutely no penalties or recourse written into the agreement.

In other words, GE could get away with skirting the entire \$700 million cleanup—and New Yorkers would continue to pay the price with a dangerously contaminated waterway and fishery.

[FIRST NAME], I know you believe, as I do, in the power of citizen activism against deep pocket polluters like GE. And I'm sure you're as determined as I am to see that GE cleans up the PCBs that have polluted our River since the 1940s. But to win this battle, we need your help.

That's why I urge you to renew your membership in Hudson River Stewards Club today. Your leadership support will help Riverkeeper build on the progress we've made together and have an even bigger impact in 2006.

The Hudson River Stewards Club was launched so that a small group of committed Riverkeeper members could play a special role in the organization. These partners provide the resources to help us win cases against corporate polluters and misguided developers, and by bringing critical issues to the attention of elected officials, the media, and the public.

As a Hudson River Steward, you play an important leadership role in our ongoing fight against corporate polluters like GE and ExxonMobil—as well as the politicians who cave in to deep pocket contributors and refuse to enforce environmental safeguards that were put in place to protect the Hudson River and our families' health.

As I write this letter to you, a growing number of organizations and elected officials have criticized the EPA for failing to ensure GE completes the entire Hudson River PCB cleanup—all because of a controversial internal Department of Commerce memo that we leaked to *The New York Times*.

It's outrageous that we have to force the very agency that ordered the cleanup back in 2002 to do their job and hold GE accountable. But you and I understand that concerned citizens have a right to reclaim control over our communities. That's why Riverkeeper has made this one of our top priorities for 2006. And in order to succeed, we need all our members to stand with us.

Even though we've made significant progress, the job of completing the full restoration of the Hudson River is unfinished. We can't rely on government enforcement of environmental laws. We must stand up and fight. But we can't do it alone. Riverkeeper relies on the support of our members and the special leadership of Hudson River Stewards like you.

So, please, take a moment right now to renew your membership in the Hudson River Stewards Club with a gift of \$[AMT1]. If a gift in that amount isn't possible for you now, please know that any contribution you are able to send will be put to good and immediate use in our work to restore and protect the Hudson River and the health of our region.

Thank you for your continued partnership and support of this important work.

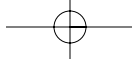
Sincerely,



(hand-signed)

Alex Matthiessen
Hudson Riverkeeper
& President

P.S. Please renew your membership in the Hudson River Stewards Club today. You'll be recognized as such in an upcoming issue of our *Journal* alongside some of New York's most generous citizens, and receive invitations to special events. You are also invited to spend a morning or afternoon with me on the River and see some of the results of our partnership. Thank you!



reply B

MEMORANDUM OF ACCEPTANCE

2006 Hudson River Stewards Club

Ms. Jane Doe

Yes, Alex, I share your determination to restore the Hudson River to its original magnificence and to force corporate polluters to take responsibility and clean up their toxic waste from our river. I want to serve as a leader in Riverkeeper to build on its record of success and have an even bigger impact in 2006.

- [] Please enroll me as a member of the Hudson River Stewards Club for 2006, and send me a signed copy of Crimes of Nature. My first annual gift of \$1,000 or more is enclosed.
[] I am not able to join the Hudson River Stewards Club at this time, but I want to give a special gift in support of Riverkeeper. I'm enclosing a gift of \$ _____.
[] Please do not send me the Crimes of Nature book.

NAME
ADDRESS
CITY, STATE ZIP
XXXXX
XXXXX

ID# KEYCODE

- [] My check is enclosed.
[] Please bill my: [] VISA [] MasterCard [] AmEx

Number _____

Exp. Date _____

Signature _____
(FOR CREDIT CARDS ONLY)

Please sign me up for regular Riverkeeper email updates.

My email address is: _____

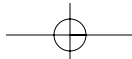
Riverkeeper offers membership gifts for varying membership levels. Please check here if you do not want to receive a gift. []

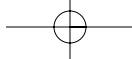


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Please return this form with your contribution in the enclosed postage-paid envelope. Your contribution is tax-deductible minus the value of any free gift.





reply D

MEMORANDUM OF ACCEPTANCE

2006 Atlantic Sturgeon Club

Ms. Jane Doe

Yes, Alex, I share your determination to restore the Hudson River to its original magnificence and to force corporate polluters to take responsibility and clean up their toxic waste from our river. I want to serve as a leader in Riverkeeper to build on its record of success and have an even bigger impact in 2006.

- [] Please enroll me as a member of The Atlantic Sturgeon Club for 2006, and send me my special Riverkeeper fleece vest. My first annual gift of \$500 or more is enclosed.
[] I am not able to join The Atlantic Sturgeon Club at this time, but I want to give a special gift in support of Riverkeeper. I'm enclosing a gift of \$_____.
[] Please do not send me the Riverkeeper fleece vest.

NAME
ADDRESS
CITY, STATE ZIP
XXXXX
XXXXX

ID# KEYCODE

- [] My check is enclosed.
[] Please bill my: [] VISA [] MasterCard [] AmEx

Number _____

Exp. Date _____

Signature _____
(FOR CREDIT CARDS ONLY)

Please sign me up for regular Riverkeeper email updates.

My email address is: _____

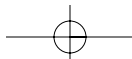
Riverkeeper offers membership gifts for varying membership levels. Please check here if you do not want to receive a gift. []

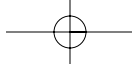


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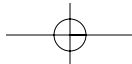
Riverkeeper is a member-supported, not-for-profit environmental organization dedicated to protecting the environmental, recreational, and commercial integrity of the Hudson River watershed and safeguarding the New York City drinking water supply.

We carry out this mission using hard-hitting litigation, advocacy, and public education. Our members reflect the diverse Hudson River Valley, including fishermen and boaters throughout the region from New York City to rural upstate communities.

A copy of the latest Financial Report and Registration filed by this organization may be obtained by contacting us at: Riverkeeper, P.O. Box 130, Garrison, NY 10524; tel: 845-424-4149; or by contacting these state agencies:

NEW JERSEY — INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT.

NEW YORK — Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271.



Hudson River Stewards Club

A Proposal from Alex Matthiessen
Hudson Riverkeeper & President



PREPARED FOR:

[Mary Donor]



RIVERKEEPER.

I. Hudson River Stewards

Over our nearly 40 year history, Riverkeeper has led the movement to wrest control of the Hudson River from polluters and into the hands of its rightful owners—average citizens like you and me. The near devastation and redemption of America's River has taught us that the work of protecting America's waterways requires constant vigilance. We've also learned that developing and protecting long-lasting solutions requires a powerful alliance between Riverkeeper and our members.

We have always relied on informed citizens, environmental scientists, and legal advocates to do our work. Riverkeeper launched the Hudson River Stewards Club to ensure that the necessary resources are available when critically needed to overcome the multiple threats to the River and its waterways. Now we are inviting you to play an instrumental role in this historic venture by becoming a Hudson River Stewards Club member.

Hudson River Stewards make an annual commitment of \$1,000 or more to give Riverkeeper the resources necessary to employ scientific and health experts to take on corporate giants such as General Electric and ExxonMobil.

Membership Giving levels include the following Benefits and Privileges:

Hudson River Stewards: Annual Contribution of \$1,000–\$4,999

- ◆ Autographed copy of *Crimes of Nature* by Robert F. Kennedy, Jr.
- ◆ Recognition in the Riverkeeper *Journal*
- ◆ Invitations to special events
- ◆ Special updates on programs and current events
- ◆ Invitation-only boat trip with the Hudson Riverkeeper Alex Matthiessen

Hudson River Falcons: Annual Contribution of \$5,000–\$9,999

All of the above, plus...

- ◆ Photo print *Retrospective Two* by landscape photographer Michael Kenna

Hudson River Eagles: Annual contribution of \$10,000–\$19,999

All of the above, plus...

- ◆ 4 tickets to Shad Fest, Riverkeeper's famous family festival celebrating the Hudson River

Protectors of the Hudson: Annual contribution of \$20,000–\$49,999

All of the above, plus...

- ◆ Personal dinner with Riverkeeper's Board Chair and President

Storm King Guardians: Annual contribution of \$50,000–\$99,000

All of the above, plus...

- ◆ 2 tickets and priority seating at the Annual Gala

Tear of the Clouds Circle: Annual contribution of \$100,000 or more

All of the above, plus...

- ◆ Table for ten guests at the Annual Gala, including special recognition at the event and in the printed event program

II. Riverkeeper Priorities and the Role of Key Experts

- **Stopping Pollution of the River**

Riverkeeper serves as the Hudson River's chief citizen-based pollution enforcement organization. Investigations and cases usually start with a simple phone call, an e-mail, or a boater hailing down our patrol boat out on the river. On the River, our Boat Captain, John Lipscomb, may investigate the issue himself or call into the office for support. At any given time, Riverkeeper is usually involved in over 100 federal or state cases. Once we enter a case, we assemble a team of experts including attorneys, engineers, biologists, hydrologists, economists, or energy policy analysts.

Estimated costs for current and upcoming cases: \$120,000

- **Fighting Damaging Development and Sprawl**

Over-development and the pollution it causes threaten to reverse recent gains in water quality and to destroy community character along the Hudson and its surrounding valley. A core component of our program is monitoring and reviewing proposed development projects along the Hudson River and in the surrounding watershed. To do this we must work with developers, government officials, and coalitions to promote smart growth and low impact development.

We engage land use planners, traffic engineers, regulatory, legislative and environmental impact analysts to develop solutions that provide benefits for the economy and the health of local communities and the river.

Estimated costs for 2006: \$120,000

- **Shutting Down Indian Point's Nuclear Reactors**

Over the last three years, Riverkeeper has taken what once seemed an impossible goal—shutting down Indian Point's two operating nuclear reactors—and turned it into a major issue for the New York Metropolitan area. Riverkeeper has spearheaded the effort to publicize the myriad safety and security problems at Indian Point and mobilize the public to join the historic fight to permanently shut the nation's oldest—and most problem-plagued—nuclear facility.

To date, over 400 elected officials and communities—including 11 members of Congress and 52 municipalities—have called for the shutdown of Indian Point.

Riverkeeper is working with energy experts and public officials to develop a blueprint for closing the plant that ensures a reliable and affordable energy supply for the New York Metropolitan region.

Estimated costs for 2006: \$120,000

- **Cleaning Up General Electric PCBs**

From 1947 to 1977 General Electric (GE) dumped an estimated 1.3 million pounds of PCBs into the River from its two Hudson River manufacturing plants. PCBs are an industrial chemical especially toxic to aquatic life. PCBs also work their way up the food chain accumulating potency, and have been linked to cancer and reproductive and developmental disorders in people.

Riverkeeper and an alliance of environmental groups will do whatever it takes to force GE to commit itself to financing and executing the clean up plan ordered by the Environmental Protection Agency.

To keep the pressure on GE and the Environmental Protection Agency to proceed quickly with a thorough and effective clean up, Riverkeeper must draw on the expertise of hydrologists, engineers, environmental health specialists, aquatic biologists, as well as regulatory experts.

Estimated costs for 2006: \$80,000

III. The Solution

The **Hudson River Stewards Club** enables Riverkeeper to draw on the expertise required at the crucial moments we need it most to achieve major legal, political and environmental victories for the River and surrounding communities. In all, we need to engage our committed partners to raise \$440,000 for our work this year. The leadership and support provided by the Hudson River Stewards Club is key to fulfilling the hopes and dreams of all those who love the Hudson and want to ensure their children are able to enjoy rich and healthy lives.

“Good environmental policy is identical to good economic policy. In a true free-market economy, you can’t make yourself rich without enriching your community. Show me a polluter, I’ll show you a fat cat who’s being paid back by politicians to escape the discipline of the free market. ”

— **Robert F. Kennedy, Jr., Chief Prosecuting Attorney, Riverkeeper**