



# Developing a new control package

New packages that immediately gain traction use a variety of approaches that generate response and excitement.

How many of these **25+ APPROACHES** are being used in your charity's acquisition efforts?

## 1. Gripping Headline —

BUZZ KILL uses oversized type, extremely short headline and a distressed font, with secondary call-to-action

## 2. Bee Image —

The dead honeybee brings the reader into the action

## 3. Green Burst —

Immediate call-to-action to generate opening

## 7. The Lead —

Opening statement that quickly states issue and action

## 8. Handwritten Parentheses —

Immediate callout on current situation

## 4. Logo —

Identifies the trusted brand of the mailer

## 5. Bonus Seed Packet —

Informs reader of additional product enclosed to generate opening

## 6. Image of Premiums —

Provides visual reinforcement linked to word FREE



Dear Friend of the Environment,

"Bee-pocalypse" is very real.

It's not science fiction. It's science run amok. And because I've seen a USDA report that found that 33 percent of honeybee colonies died in just one year alone...

And, I'm afraid we're running out of time to save the bees.

Especially now that the Trump Administration has taken action to expand the use of dangerous neonicotinoid pesticides, proven to harm both wild bees and honeybees.

For the last two years, these pesticides have been banned — as they should be — in national wildlife refuges, areas set aside specifically for wildlife conservation and the protection of some of the nation's most vulnerable species.

Now, this reckless decision by the Trump Administration opens 150 million acres for the use of neonicotinoids and could lead to the collapse of more and more honeybee colonies... and more honeybees falling dead.

Beekeeper Jim Doan had a thriving business selling honey and leasing his bees to pollinate fruit and vegetable crops — until the day he found a massive pile of dead bees in front of his hives.

And he wasn't alone. Since 2006, beekeepers across the country have been struck with a mysterious collapse of their colonies so severe scientists are rushing to study what they call "colony collapse disorder."

We now know for sure that this massive die-off is linked to exposure to neonicotinoid pesticides, a nerve-agent class of pesticides German chemical giant Bayer provides to seed companies to coat corn and soybean seeds. Unlike other pesticides that remain on the outside of a plant or degrade on their own, neonicotinoids are distributed to all parts of the plant tissue via the vascular system, including the plant's nectar and pollen.

I don't want these chemicals in my food. I don't want them in our wildlife refuges. And I don't want them to kill America's honeybees by the billions!

That's why I'm asking you to add your voice and passion for the environment and join with us by doing three very simple things to save the bees:

1. **Plant the seeds I've enclosed.** This mix of bee-friendly non-GMO flowers have not been poisoned by neonicotinoids, so they'll provide a safe source of food to help support our bee population.

2. **Sign the enclosed petition to Greg Sheehan.** Principal Deputy Director for the U.S. Fish and Wildlife Service. He has pledged that his department will review the use of chemicals on a "case by case basis," which means his agency still has the power to stop those dangerous pesticides.

(over, please)

2101 Webster Street, Suite 1300 • Oakland, CA 94612 • 415-977-5500 • www.SierraClub.org

## 10. Layout —

Short paragraphs to enhance readability

## 9. Actions to Be Taken —

Note that the reader can do two of the three requests without making a gift or payment



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### 11. Gift Ask —

Reasonable membership gift amount equal to a nickel a day

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3. **Join the Sierra Club with a gift of just \$15 or more** — *an incredible bargain at less than a nickel a day* — to support our efforts to save the bees, protect the environment, and stand up for beekeepers and small businesses across the nation.

One of the reasons I am reaching out to you is because I believe you care deeply about our planet.

Today, we face more threats to our existence than ever before. Preventing colony collapse disorder — *the mass die-off of honeybees* — could be an important step that has huge implications for our food chain and our future.

**You see, if we lose our bees, we'll lose much more than honey.**

That's because bees are directly responsible for roughly one out of every three bites of food that we consume.

If we lose our honeybees, we'll lose our strawberries and avocados, peaches, pumpkins, and more than 140 fruits and vegetables that depend on hardworking honeybees for pollination.

We'll lose an estimated \$15 billion in agricultural revenue.

We'll lose small family farms and local businesses, too.

And we'll inch closer to a catastrophic "silent spring" without the buzzing of our bees.

**We simply cannot survive if we lose 33 percent of our bees each year.**

Yet companies like Bayer routinely put their poison profits ahead of prudent stewardship of the air we breathe, the water we drink, and the creatures that play a role in the sustainability of our environment. In fact, one of the Bayer-designed neonicotinoid — *imidacloprid* — is now the most widely used insecticide in the world!

When presented with scientific evidence that neonicotinoids are responsible for the demise of the honeybee, European Union officials acted immediately to suspend most of the uses of neonicotinoids until further research could be conducted.

**But I'm sorry to report the Trump Administration has just done the exact opposite.**

They are rescinding the ban on neonicotinoid pesticides, even though the Environmental Protection Agency hasn't even completed its scientific review! They've opened the floodgates to more dangerous nerve agent pesticides being used right in the heart of America's wildlife refuges, killing more bees, and throwing ecosystems out of order.

We need you to join with 3.5 million Sierra Club activists and members. We need your strong voice, your passion, your power, and your membership to help us... **now.**

Please take the seeds I've enclosed and plant them in your garden, on your deck, or in any available green space. By growing more bee-friendly plants, we can protect more bees.

Before long, we'll provide plenty of clean, healthy, unpoisoned food for bees. We'll regenerate the bees and our planet.

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### 12. Targeted Copy —

Highlights future outcomes in brief, factual statements

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### 14. Premium Visuals —

Additional incentive for becoming a member

### 15. Seed Packet Callout —

Free donor gift to further client mission

### 13. P.S. —

Provides immediate online opportunity to join and give

— Page Three —

Becoming a Sierra Club member will do the same thing. With you on our side fighting for the bees and the trees, the wolves, polar bears, and every other vulnerable or endangered species, we'll grow more powerful together.

**And our Earth will regenerate and grow stronger, too.**

This is NOT the time to give up. We need to dig in and fight more aggressively than ever. I hope you will join us today — for the bees, for the environment, and for future generations to come.

Join Sierra Club as soon as possible — we have much work to do!

Sincerely,



Michael Brune  
Executive Director

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P.S. To put your gift to work immediately to help protect wildlife and wildlands, please go to [www.SierraClub.org/SaveTheBees](http://www.SierraClub.org/SaveTheBees) to join today!

P.P.S. Protecting our environment is a fight we can win if we stand together. But without you, we risk losing everything, from our honeybees to the foods we eat. Please sign the enclosed petition and return it with your contribution to become a Sierra Club member today. **When you do, you'll receive your choice of a FREE Sierra Club gift of your choice as our thank you for your support.**

**Your choice FREE!**



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And don't forget to plant your Bee Feed Flower Mix seeds today — a greener, healthier, bee-friendly environment starts with You!

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**16. Membership Card —**  
Creates affiliation through personalized membership

**17. Visual of Coin —**  
Relates the affordability of membership

**20. Premium Visuals —**  
Callout to the reward for membership at an affordable gift level

**22. Opt-Out Box —**  
Upfront opt-out gives reader immediate choice for communication

## JOIN TODAY!

It costs less than  
**a nickel a day**  
to become a  
**Sierra Club member**  
and help protect  
**America's Wildlife  
and Wildlands!**

**18. Headline —**  
Restates problem and solution

### ACT NOW TO SAVE THE HONEYBEES!

**YES,** I want to help save the bees, the crops they pollinate, and each of America's threatened and endangered species before it's too late! I have signed my petition to the USFWS Principal Deputy Director urging him to overturn the prohibition on the use of dangerous neonicotinoid pesticides in our national wildlife refuges. I have enclosed a membership contribution of:

☐ \$15 Introductory Offer \* ☐ \$25 ☐ \$35 ☐ \$50 ☐ \$100 ☐ Other \$ \_\_\_\_\_

\*[FirstName], with a gift of this amount  
or more, receive a **FREE** Sierra Club gift  
of your choice!



- ☐ I have enclosed a membership contribution of \$15 or more. Please send me:
- ☐ Exploration Daypack ☐ Eco-Chic Reusable Bag Set  
☐ Insulated Cooler Tote
- ☐ Please do NOT send me any free gifts. I'd like Sierra Club to use my entire gift to help protect the environment.

Contributions, gifts, and dues to Sierra Club are not tax-deductible; they support our effective, citizen-based advocacy and lobbying efforts.  
Minimum membership dues are \$15.00. Your dues include \$7.50 for your subscription to Sierra magazine and \$1.00 for your Chapter newsletter.  
From time to time, we make our mailing list available to other worthy organizations. If you prefer that your name not be included, please check here.



**SIERRA CLUB**  
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Do not detach. We will deliver on your behalf.

### PETITION TO GREG SHEEHAN, PRINCIPAL DEPUTY DIRECTOR U.S. FISH AND WILDLIFE SERVICE

The mass die-off of bees, known as Colony Collapse Disorder, has been unambiguously linked to the use of neonicotinoid on pollination. Our food supply is at risk, with almost one-third of everything we eat — from apples to watermelons — depending

Your recent decision to overturn the prohibition on the use of dangerous neonicotinoid pesticides in our national wildlife refuges is huge backward step that will harm bees and other pollinators already in steep decline. I urge you to prohibit or severely restrict the use of neonicotinoids in every situation that comes under your review. Lifting these restrictions poses a grave threat to pollinating insects and other sensitive creatures relying on toxic-free habitats. By prohibiting the use of neonicotinoids, we have a chance to stop the continued decimation of our bees through Colony Collapse Disorder.

Sincerely,



Mr. Ronald J. Bell  
[Name 2]  
Atlanta, GA

KEYCODE ID#XXXXXX

**19. Gift Array —**  
Provides multiple affordable membership gift amounts

**21. Phone and Email Collection —**  
Request that allows further follow-up

**23. Petition —**  
Engagement opportunity for donor to become part of the solution and support client mission

## 24. Bonus Sticker Sheet —

Provides visuals of desired outcome: healthy honey bees pollinating fruits, flowers and vegetables



## 27. Bee Insert —

Intentionally a different color, with intriguing headline and visual of dead bees



## 28. Interior —

Additional fact-based information that supports the Sierra Club's actions

## 7 Reasons Why You Should Support Sierra Club

- 1 Sierra Club is the only environmental non-profit with an influential presence in all 50 states. That means that we can mobilize support wherever and whenever needed, including your community, when the health of your family or your state's environment is threatened.
- 2 Sierra Club members have been instrumental in preserving America's wilderness and protecting our national treasures for over 125 years, including Yosemite National Park, Grand Canyon National Park, the Florida Everglades, and the Sequoia National Monument, the Florida state and local wildlife preserves and recreation areas.
- 3 Sierra Club has 3.5 million members and supporters who can be mobilized instantly to battle anti-wildlife and anti-environment politicians and corporations who are intent on reducing wildlife and wildlife protections.
- 4 Your Sierra Club membership touches millions of Americans each year, including over 250,000 children and adults who participate in our Sierra Club Outdoors programs that use great outdoor experiences to teach about protecting our nation's natural heritage.
- 5 Sierra Club makes your voice heard! From local membership issues to lobbying on a national level, your largest national network of local chapters and the Sierra Club makes sure that your voice is heard through congressional lobbying and grassroots actions.
- 6 Sierra Club is an efficient and excellent steward of your contributions to protect and preserve America's environment. Over 86 cents of every dollar contributed to the Sierra Club are used to implement our conservation and preservation programs across the nation.
- 7 Sierra Club has been instrumental in reducing America's reliance on dirty coal for energy generation. Coal burning is responsible for one-third of U.S. carbon emissions that threaten the health of our families and lead to massive climate disruption.

Join the Sierra Club today to preserve and protect our families, our health, our wilderness, our wildlife, and our nation's natural heritage for generations to come.  
For more information visit [www.SierraClub.org](http://www.SierraClub.org)

## 25. 7 Reasons Why —

Backer of sticker sheet provides reasons to join Sierra Club in addition to protecting honey bees



## 26. Seed Packet —

Demonstrates desired outcome of healthy honey bees pollinating flowers

## The neonicotinoid link to the massive honeybee die-off

A U.S. Department of Agriculture study found that America's beekeepers lost 33 percent of their hives over the winter of 2016-2017. The culprit?

A widely-used class of neuro-toxic pesticides marketed by German chemical giant Bayer, called neonicotinoids, a type of insecticide that affects the central nervous system of insects, resulting in paralysis and death.

When seeds are coated by neonics, the pesticide spreads throughout the entire plant — from leaves to pollen and even nectar.

A growing number of studies suggests that chronic exposure to the neonics endangers bees — who feed on the nectar and pollinate our crops — by disrupting their immune and nervous systems.

The surge in neonicotinoid use coincided closely with the honeybee population crash. In 2006, beekeepers began to notice that when their foraging bees left their colonies in search of pollen and nectar... they never came back.

That behavior is highly unusual for such a social insect. To leave the hive, queen, and brood behind is something that bees simply do not do.

We now know that neonics impair bee mobility, navigation, feeding behavior, foraging activity, memory, and learning. In short, the neonicotinoid pesticides disrupt everything a honeybee needs to survive.

This finding of neurobehavioral disruption is a significant distinction of Colony Collapse Disorder.

When presented with such evidence, the European Union immediately suspended the use of the most widely used neonicotinoids. The United States EPA, on the other hand, did not. They've allowed the neuro agent to be used while further studies are conducted.

The result? More honeybees dying. More crops failing. And more beekeepers and small family farms going out of business.