



Dear John,

It feels great launching another **Land of Legacy** pillar – especially one so vital to the long-term health of the organization: [Membership](#).

Membership is about more than people donating annually or devoting space on their bumpers for the American Prairie Reserve member sticker (though we love seeing them!). It's about inspiring more people to align themselves with our mission and harnessing their enthusiasm so they can recruit others to our cause. It's about everyone having the chance to "own" a piece of this project – to lend vital support for land acquisition, habitat restoration, and public access opportunities.

Membership fits squarely within **Land of Legacy's** goal of raising the Reserve to greater prominence by providing a way for contributors at all levels to serve as ambassadors for our mission. Its objectives are threefold:

- Raise critical annual funds to advance our mission;
- Provide a greater sense of ownership among supporters at all levels; and
- Raise awareness of our mission by creating a nationwide ambassador community.

The membership program offers meaningful recognition at all levels of support, and members receive special updates and a members-only newsletter, *The Sentinel*. Importantly, members reach hearts and minds with our mission by sharing their enthusiasm with others.

Since we announced the program in May, we have welcomed more than 500 members, both new supporters discovering our mission for the first time as well as friends who have been involved with the Reserve for many years now. Feedback on the program has been positive, with many commenting that they appreciate the opportunity to experience a deeper sense of ownership in the Reserve. One popular feature of the new program is the ability to gift memberships to others, providing a unique way to inspire friends and family with our mission.

If you have been reading these Bulletins, you know American Prairie Reserve has the vision and values necessary to make an historic contribution to the United States and the world. If you are just joining American Prairie Reserve's **Land of Legacy** campaign, welcome! We are pleased to see so many new people identify themselves as enthusiasts for our mission – to build the largest nature reserve in the continental United States. Since launching the **Land of Legacy** campaign in January, we have announced **more than \$14 million in new pledges and commitments, established the Ken Burns American Heritage Prize, launched the development of a 200-mile Hut-to-Hut System transecting the entire American Prairie Reserve – including confirming funding of its eastern terminus and first Hut – and now have just the piece of land on which to place it: the PN.** If you want to get caught up on our progress, you can visit americanprairie.org/land-of-legacy to read the first six Bulletins.

And, if you haven't already, please consider sharing your enthusiasm for American Prairie Reserve with someone in your life by gifting a membership today! Visit americanprairie.org/become-a-member to learn more.

