



Southeast Michigan Land Conservancy

Trailblazers for SMLC

a Campaign to support local land conservation now

Local land conservation needs your help. Saving and stewarding land requires big money and SMLC's mission of conserving land is a forever endeavor. Once nature preserves and conservation easements are acquired, SMLC is responsible for preserving and monitoring them in perpetuity. However, funding for nonprofit land conservancies, including SMLC, is tighter this year. In addition, environmental giving (including animals) is one of the lowest charitable categories in terms of U.S. giving, receiving only 3% of all charitable gifts as of 2023*. This issue of limited reach is compounded this year by the funding uncertainty at the federal level.

But hope remains because YOUR organization can help!

Campaign goals:

1. To raise \$20,000 by September 28th.
2. To help SMLC stay sustainable in 2025 by supporting local land conservation in the midst of turbulent times.
3. To raise awareness about the importance of land conservation and SMLC's mission.
4. To encourage people to visit SMLC's nature preserves this summer.
5. To move SMLC forward faster through new donor engagement via peer-to-peer fundraising.

Achieving these goals will raise **\$20,000** that is over and above SMLC's typical summer giving returns. This uplift will support SMLC during these challenging times and provide funding for our regular programmatic activities.

What will your funds support?

- Land Protection: working with community partners on shared goals
- Land Acquisition: acquiring more natural areas and open spaces before they are gone
- Land Stewardship: conserving local woods, wetlands, prairies and farmland
- Community Outreach: engaging volunteers and keeping people informed

Your organization can become **a Trailblazer for SMLC** with your gift today. Help SMLC continue our longstanding and successful land conservation work now. **Thank You!**

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Photo by Charles Scott

Sponsorship Details

PLATINUM – \$2,000:

Lead sponsor recognition in the SMLC *Landmarks* newsletter and Conservancy e-News (approx. 1,000 recipients), social media sites, and website.

GOLD – \$1,000:

Sponsor recognition in the SMLC *Landmarks* newsletter and Conservancy e-News (approx. 1,000 recipients), social media sites, and website.

SILVER – \$500:

Sponsor recognition in the SMLC *Landmarks* newsletter (approx. 1,000 recipients), and website.

BRONZE – \$250:

Sponsor recognition in the SMLC *Landmarks* newsletter (approx. 1,000 recipients), and website.



The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.

Organization Summary

SMLC is a 501(c)3 qualified conservation organization founded in 1988. During the past 37 years, SMLC has protected nearly 3,500 acres across the region and has been the leading conservation partner for the Superior Greenway conservation project - more than 3,500 acres in eastern Washtenaw County.



SMLC Mission

The Southeast Michigan Land Conservancy conserves natural land and open space – including forests, wetlands, meadows, agricultural lands, and places of scenic beauty – to provide habitat for wildlife and to enrich the lives of people.

Conservation is in our nature.

Payment Options

Sponsor payments can be made by check or online via credit card. In either case, please return the form below and email your logo graphic in both eps and jpg formats.

Questions: contact Jill Lewis, Executive Director at 734-484-6565 or jlewis@smcland.org.

Note that all contributions to SMLC are tax deductible as allowed by law.

Sponsoring Organization Form

Sponsorship Amount:

☐ **PLATINUM \$2,000**

☐ **SILVER \$500**

☐ **GOLD \$1,000**

☐ **BRONZE \$250**

☐ Check Enclosed

☐ I made a secure credit card contribution at smcland.org

Please return completed form and check (Payable to "Southeast Michigan Land Conservancy") to:

Southeast Michigan Land Conservancy
8383 Vreeland Road, Superior Township, MI, 48198
734.484.6565 • smcland.org • jlewis@smcland.org

Company Name: _____

(as it should appear on all marketing, advertising & program materials)

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____