

Rails-to-Trails Conservancy
1100 Seventeenth Street, N.W.
Washington, DC 20036

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PAID
Rails-to-Trails
Conservancy

Now you can save an old railroad line...

and help turn it into a brand-new trail for walking and biking!

Mr. John Q. Sample
123 Main Street
Anytown, US 12345-6789

99999999

QZZTT40



See inside for your FREE T-shirt offer!

1**1**

I think you're the kind of person who hates to see something useful go to waste

... someone who knows a real treasure when you see one

... that's why I urge you to help us restore former railroad corridors into public recreation paths

... by donating \$15 to Rails-to-Trails Conservancy today

Dear Outdoor Enthusiast,

If you've ever spent less than \$20 on a great find at a yard sale, then you already know the feeling.

Sure, it might need some work. A little TLC.

2

But now it's something that people admire, appreciate, and compliment you on, year after year.

2

Well, that's exactly the kind of satisfaction I'm offering you today - on a much larger scale - but for the same small investment. Just \$15.

Because when you join Rails-to-Trails Conservancy with a donation of just \$15 today, you'll be helping to turn old, unused railroad lines into beautiful public paths that we all can enjoy.

Because they're mostly flat and were built 100 years ago, many run through the heart of America's most picturesque scenery ...

... former railroad lines make wonderful "linear parks," offering miles of gentle terrain for strolling, cycling, jogging, even horseback riding and cross-country skiing.

3

But like any great find, we have to snap up these rail lines quickly, before someone else does ...

You see, when a railroad decides to take a rail line permanently out of service, the land the track sits on can be sold before local citizens have a chance to save it.

The land can be gone in less than two months ...

The railroad companies can sell the land that the track sits on so quickly that most

(over, please)

trail and community groups don't have the time or resources to rally together and save the corridor.

So, instead of a lovely public path for walking or biking or even commuting to work, up could go another strip mall or parking lot.

Unfortunately, many neglected rail beds go to the other extreme, forgotten and overgrown with weeds and trash, leaving their potential treasure hidden in debris.

That's why Rails-to-Trails Conservancy's work is so important. At a time when America's precious remaining miles of open space are disappearing, it just makes sense to save old railroad corridors and restore them for all to appreciate and enjoy.

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Like the wonderful treasures that many of us hunt for at yard sales and flea markets, former railroad rail beds take us on a journey back to a simpler time.

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Because these rail lines were once a lifeline for America's towns and villages, they run through some of our nation's last unspoiled rural and pastoral landscapes.

The land is already flat or gently graded. So, once the old track is removed, it can, with work and TLC, be turned into a smooth path in the foothills of a mountain range ... a peaceful jogging path through a lush forest ... a great cross country ski trail across rolling farmland ... or a pleasing swath of green space through cities and suburbs, whose residents often don't have convenient access to such trails.

But these trails will never be more than a dream if former railroad land is quickly sold to private developers - or left to lie hidden, undiscovered and unused.

And do you know the worst part? Much of the land that the railroads now occupy ... land that is about to be sold off to a private bidder ... was once public land.

Generations ago, railroad companies received hundreds of thousands of acres of land, especially in the West, in exchange for the progress the railroads would bring. But today, the railroads are shutting down many of those tracks at the rate of 700 miles each year - about two miles of track every day.

Rails-to-Trails Conservancy needs your help to keep those old rail lines in the hands of the public!

I'm asking for your help today because Rails-to-Trails Conservancy knows that more than 16,000 miles of abandoned rail corridor are waiting to be turned into trails. The question is: What will happen to them?

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This old railroad land is such a treasure. Will it go to those who want to carve it up for personal profit? Or to those who want to restore it as open space for public enjoyment?

(next page, please)

It would be such a waste, and such a shame, to see these great old railroad lines filled with trash and covered with weeds.

Abandoned rails can, and should, be turned into trails for everyone to enjoy today ... and preserve for tomorrow.

That's why it's important that you contribute \$15 or more to Rails-to-Trails Conservancy today.

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Your donation, combined with those from others nationwide, will give Rails-to-Trails Conservancy a chance to help local communities save America's old railroad lines, turning them into beautiful public paths for all to enjoy.

That's what Rails-to-Trails Conservancy has been doing since 1986, when a small group of people got the idea to restore old railroad corridors into public paths.

Today, ours is a successful nationwide movement with nearly 100,000 members and supporters! We've helped create more than 12,500 miles of public trails across the United States, including:

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- The Pinellas Trail, a wonderful example of an urban rail-trail that has revitalized many towns along its 47-mile route between St. Petersburg and Tarpon Springs on the Gulf Coast of Florida
- Vermont's Burlington Bike Path, where, with New York's Adirondack Mountains shimmering in the water's reflection, the three blissful miles of the Colchester Causeway are the closest many of us will ever come to biking, skiing, or walking on water
- The 30-mile Bizz Johnson Trail in California, where locals and visitors enjoy unspoiled views of volcanic cones, beaver ponds, and oak and pine forest

But there are more than 16,000 miles of potential rail-trails like these, from coast to coast, that could soon be squandered ... and be lost to us forever.

With so many miles of rail line and so little time to save them, Rails-to-Trails Conservancy urgently needs your support today. When you donate just \$15, you'll help us employ every possible strategy and action to help communities convert these old treasures into peaceful and practical travel paths, by:

- Alerting local communities to railroad corridor abandonments and successfully guiding them through the rails-to-trails conversion process
- Working to protect sensible federal programs like TEA-21, which sets aside a portion of the gasoline tax to provide critical funding for alternative

(over, please)

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transportation options and enhancements, including pedestrian and bicycle facilities ... acquisition of scenic and historic sites ... and conversion of abandoned railway corridors to trails

- Going to court to protect "railbanking," the farsighted and flexible federal law (upheld by the U.S. Supreme Court after successful arguments by Rails-to-Trails Conservancy) that allows railroads to "bank" unused corridors for future rail use – and interim rail-trail use
- Mobilizing rail-trail supporters nationwide to ensure that our common-sense voices and point of view are heard loud and clear by local, state and federal lawmakers

Think of the possibilities if we can reclaim and restore those 16,000 miles of abandoned railroad track beds into public rail-trails.

We can make our cities and communities more walkable and bikeable by converting these corridors into public paths for biking, walking, jogging or even commuting to work!

We can create linear parks that will add much-needed green to our cities and towns, connecting us with one another and with nature. And we can protect America's rapidly disappearing open spaces for everyone to enjoy.

Someone is going to get these miles and miles of abandoned railroad land or they will lie in waste.

9

Please help Rails-to-Trails Conservancy work to see that these wonderful treasures can be restored and "recycled" for a new generation. Please mail your \$15 donation today.

Sincerely,



Keith Laughlin
President
Rails-to-Trails Conservancy

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P.S. Even if you have never taken home a treasure from a yard sale, I'm sure you'll agree that it just makes sense to take old corridors that railroads don't want anymore and turn them into beautiful paths for walking, biking, or pushing a stroller. And when you send just \$15 to help Rails-to-Trails Conservancy restore these one-of-a-kind items to be enjoyed today and preserved for future generations, I'll send you our special, limited-edition T-shirt - FREE. Please see the enclosed insert for details.

Yours FREE

5

when you
make a gift
of \$15 or
more



11 Rails-to-Trails Conservancy needs your help to convert to trails more than 16,000 miles of former railroad land waiting for a new lease on life. Together, we can help communities turn these old rail lines into public paths for biking, walking, and more.

12 When you contribute \$15 to this important effort, Rails-to-Trails Conservancy will say "thank you" by sending you our special, limited-edition T-shirt FREE.

You can wear your T-shirt with the pride and satisfaction of knowing that you've helped turn a neglected rail bed into a new treasure for everyone to enjoy.

*...that instead of more houses or strip malls,
you've helped create a peaceful, public path
in the sloping foothills of a mountain...through
a lushly wooded forest...across pastoral
farmland...or a delightful swath of green
space through cities and suburbs, connecting
people to communities and nature.*



To claim your **FREE Rails-to-Trails Conservancy T-shirt**, simply complete and return the enclosed donation form today. Thanks for your help!

Rails-to-Trails Conservancy
1100 Seventeenth Street, N.W.
Washington, DC 20036

Rails-to-Trails Conservancy **Donation & T-Shirt Reservation Form**

13

YES, I support Rails-to-Trails Conservancy's work to recycle unused railroad beds into public paths for biking, walking, and more. To help the Conservancy work to restore more than 16,000 miles of corridors waiting for rail-trail conversion, I'm enclosing a donation of:

\$15 \$20 \$25 \$35 \$50 \$100 Other \$ _____

I am enclosing at least a \$15 donation. Please reserve my **FREE** Rails-to-Trails Conservancy T-shirt in the following size: (circle one) MED. LRG. X-LRG.

Mr. John Q. Sample
123 Main Street
Anytown, US 12345-6789



999999999999
QZZTT4040483

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DETACH AND MAIL IN THE POSTAGE-PAID ENVELOPE

Donate today and you'll also receive:

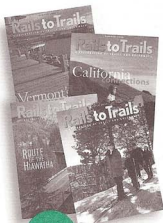
7

Four FREE issues of our beautiful magazine, *Rails to Trails, A Celebration of Trails and Greenways*, which brings you:

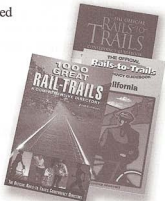
- Articles and photos of wonderful trails around the country
- Insider information on the rail-trail movement
- Updates on local trail openings and efforts to save threatened rail-trails
- News on issues affecting trails and how you can get involved

Members-only discounts on Rails-to-Trails Conservancy publications and gifts

- Special savings on our newest t-shirts and gifts
- Reduced prices on rail-trail guidebooks, showcasing the best trails close to where you live or vacation



free



Thanks for your help!



Charge \$ _____ to my credit card:

VISA MasterCard American Express Discover Card

Card Number: _____ Expire Date: _____

Signature: _____ Today's Date: _____

My employer will match my gift to RTC! Their form is enclosed.

Email address: _____

(I understand that RTC will not rent, exchange or sell my email address.)

Rails-to-Trails Conservancy • 1100 Seventeenth Street, NW • Washington, DC 20036

Rails-to-Trails Conservancy is a charitable organization exempt from taxation under section 501 (c)(3) of the Internal Revenue code. A copy of the latest Financial Report and Registration filed by this organization may be obtained by contacting us at: Rails-to-Trails Conservancy, 1100 17th St., NW, 10th Floor, Washington, DC 20036, (202) 331-9696, or by contacting any of the state agencies:

A copy of the official registration and financial information may be obtained: in Florida A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-HELP-FLA. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE; from Maryland for the cost of copies and postage from the Secretary of State, Charitable Division, State House, Annapolis, MD 21401; in Michigan. RTC MISC No. 12838; in 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; in New York A COPY OF THE LATEST ANNUAL REPORT CAN BE OBTAINED FROM RTC OR NEW YORK STATE, OFFICE OF THE ATTORNEY GENERAL, CHARITIES BUREAU, 120 BROADWAY, NEW YORK, NEW YORK 10271; in North Carolina FINANCIAL INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS LICENSE FROM THE STATE SOLICITATION LICENSING BRANCH AT 919-807-2214; in Pennsylvania THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION FOR RTC MAY BE OBTAINED FROM THE PENNSYLVANIA DEPARTMENT OF STATE BY CALLING TOLL-FREE, WITHIN PENNSYLVANIA, 1 (800) 732-0999. REGISTRATION IS NOT ENDORSEMENT; in Virginia financial statements are available from the State Division of Consumer Affairs, P.O. Box 1163, Richmond, VA 23219; in Washington from the Secretary of State by calling 800-332-4483; West Virginia RESIDENTS MAY OBTAIN A SUMMARY OF THE REGISTRATION AND FINANCIAL DOCUMENTS FROM THE SECRETARY OF STATE, STATE CAPITOL, CHARLESTON, WV 25305. REGISTRATION DOES NOT IMPLY ENDORSEMENT. Registration does not imply endorsement, approval or recommendation.



RAILS-TO-TRAILS CONSERVANCY 1100 SEVENTEENTH STREET, N.W., WASHINGTON, DC 20036

Please help us turn former rails...
into trails for everyone to enjoy.

Your first class stamp on this envelope saves us postage and puts your money to work saving America's rail-trails. Thank you.



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IN THE
UNITED STATES**



Monthly Copywriting Genius #57

Copywriting Comments

1. Secret of Flatter the Reader: Make a statement or comment that “flatters” the reader... appeals to their sense of vanity... or creates a common bond with the author of the letter.
2. Secret of Show, then Tell: Show the reader using analogy, stories, examples... then tell him about the product.
3. Secret of Identifying a Common Enemy: Find someone or something that you can portray as an enemy... one that stirs up an emotion in your reader.
4. Secret of Accentuate the Positive: Focus on the positive aspects of the product benefits.
5. Secret of the Icebreaker: Ask a provocative question that arouses your reader’s curiosity
6. Secret of the Product USP: (Unique Selling Proposition) This is where you state what makes your product different from all others. Turn the USP into a strong benefit.
7. Secret of Fascination Teasers: A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation
8. Secret of Show, then Tell: Show the reader using analogy, stories, examples... then tell him about the product.
9. Secret of Call to Action: A paragraph or sentence written in a way that makes the reader feel compelled to take action right now... that “pushes” the reader to pick up the phone, fill out the reply form or make a donation.
10. Secret of Reason for Urgency: Give the reader a reason to act now.
11. Secret of the Friendly Ultimatum: Encourage the reader to respond quickly.
12. Secret of More Than One Reason to Act: Give the prospect more than one reason to act now. (You should strive for at least 3 reasons.)
13. Secret of Benefit Statement: On the reply device or order form, remind the reader of the reasons they should be buying this product by highlighting one of the product’s benefits in a paragraph.

Design Comments

1. Using the company's logo to build credibility... The reader recognizes trademark design/logo and feels less resistance to opening or reading letter.
2. The designer makes great use of margins in this letter. Wide margins force the copy into shorter sentences and paragraphs, which make it easier to read the letter.
3. Throughout the letter, important paragraphs and copy points are underlined. This makes them stand out to the reader.
4. The copy points that highlight the benefits of this organization are indented from the rest of the body copy as well as done in bullet formatting.
5. A graphic of the tee shirt is used to show the premium the donor receives when making a contribution to the organization.
6. The graphic of the tee-shirt premium is shown right next to the benefit statement on the reply device to emphasize that the donor will receive a free gift.
7. Cover shots of the magazine are used to show the donor what the premium looks like... along with ideas from past articles.