***Sample Email for Building a Potential Donor Relationship***

To: [email of family member who recently visited the zoo and signed the guestbook]

From: Gregory Pride, Chief Zookeeper

Subject: Thank you!

Clear Lake Zoo offers children and families opportunities to see wild animals in habitats that are nearly identical to their natural homes. We choose animals that come from climates similar to ours, and we carefully replicate the plants and terrain from their homelands as closely as possible. Plus, we give them space to run and roam.

That means that when you and your children visited last weekend, you didn’t just see beautiful creatures or watch them feed and play and nap — you saw them as living parts of distinct and beautiful habitats.

When zoos give attention to habitat creation, they become vital places for learning and a caring setting for the animals who live here. Animal experts from around the world come to study what we have done, and we are proud to be part of a network of zoos that promote similar practices.

To keep this special place, we are constantly caring for the landscape and plant environment, as well as the animals themselves. It’s a labor-intensive approach. And we hope you agree with us that it has made our community’s zoo an extraordinary resource.

We invite you here [web link] to enjoy stories of six of our animal and plant species as told by members of our staff who are specialists in their care. We hope you and your family will enjoy them. More than that, we hope you will come back to the Clear Lake Zoo often.