The Herb Society of America

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November 1, 2011

Dear HSA member;

During my term as your president, I have had the pleasure of traveling to district gatherings, educational conferences, and other events to meet you, our HSA members. I have been so impressed and inspired by all that you have accomplished. I have witnessed your dedication to host events, to provide fun and educational programs within your communities and your willingness to donate your time and energy to serve on HSA committees. This is because you believe in our mission and find value in the relationships you have established in The Herb Society of America. *Our organization has endured for 78+ years, because of our dedicated members and the contributions they have made.*

As members, we all pay dues to belong and support HSA. Our dues deliver membership benefits to each and every one of us. However, beyond dues, HSA needs your additional support. The annual appeal campaign provides for the needs *beyond* our membership dues.

Before I ask you to consider your gift for this year, I think you should know that our organization has no debt. I believe that our past presidents will join me in finding this lack of debt to be a real accomplishment to our conservative management of The Society. Because our members are generous givers, we owe nothing for the recent renovations at our headquarters located in Kirtland, Ohio. This renovation not only added needed workspace, but it made our building more energy efficient, thus making it more economical to operate.

What is it that you value about your membership in HSA? Could it be the reference materials, such as newsletters, *The Herbarist*, or access to Essential Guides? Do you feel that our programs such as Notable Natives, GreenBridges or Promising Plants are indispensable? What about The Society's archives and library collection? Or do you enjoy using the Reciprocal Admission Program for discounts and free admissions at other botanical venues? These are just a few of the myriad benefits of membership.

We are fortunate that our small, part-time staff is invested in our organization and works limited hours based on cost-cutting measures instituted by your board of directors. HSA has gained recognition in not only the local community, but is gaining recognition with other similarly missioned organizations that recognize The Society for its educational resources and outstanding programs.

HSA, like so many other membership-based non-profits, struggles and competes for every dollar earned. I believe that if you are committed to something, you must invest in it to ensure its continued mission-related support. Although you may already give through your unit or district to some HSA campaign, I am asking you to give a personal tax deductible gift above and beyond that, to the Annual Appeal.

Think about the special memories, friendships, programs, and education you have received from your affiliation with The Herb Society of America and give your financial gift to help sustain HSA for the next generation of herb enthusiasts that will follow. We want to be able to tell our history, as well as preserve and promote the knowledge, use and delight of herbs for generations to come. Help make us a viable organization for 78 more years with your annual appeal gift.

I am appealing to each of you as members of HSA, an organization you enjoy and believe in, to support The Society with your annual giving gift of any amount you can give.

Sincerely yours,

Lirona R. Lain