

November 8, 2010

Dear Member of The Herb Society of America; (each letter was personalized)

Each year The Herb Society of America sends an annual appeal letter to its membership. This annual letter serves as an important reminder to ask members to support The Society beyond your annual membership dues. The annual fund and other unrestricted donations go for the programs and projects you asked for and expect from our organization.

None of us needs a lesson on the economy and its effect on many non-profit organizations. We all know we have to dig a little deeper, think a little more creatively, and commit to those things that are truly important to us. As a member, you have demonstrated that The Herb Society of America is valuable to you.

Over the past two years, the board has been attentive in cost-cutting efforts. We have:

- reduced the headquarters work week to four days, resulting in a 20% salary reduction for employees
- reduced the cost of the national operations at headquarters by 26%
- held board meetings by teleconference twice a year instead of more costly face-to-face meetings
- reduced our impact on the environment and natural resources by electronically delivering the newsletter and membership directory, resulting in significant savings

The board is watching the bottom line carefully.

Still, HSA continues to deliver educational programming and attract member participation with our exceptional education programs. These include our promising plants, plant collections, native herb conservation, and seed and plant exchange programs. We maintain an exceptional herb library which holds many volumes written by Herb Society members. Our archives are professional and well-documented. We deliver Essential Guides to herbs, fact sheets, and educational symposia. Even though our members devote many hours to the maintenance and presentation of these programs, it still cost HSA to deliver this education in our publications and our Web site, as well as maintain our headquarters office.

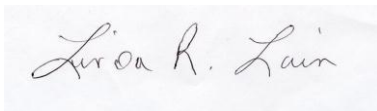
We are asking that you thoughtfully consider giving to HSA this year. Design a gift that is right for you.

- Stretch yourself and give beyond your usual contribution
- Give \$77 for the 77 years that The Society has existed
- Establish your own monthly personal pledge? Be creative!
- Give \$1 or \$5 or \$10 for every year of your membership
- Organize a giving circle and create your own donation objectives

Please enjoy the enclosed "The Herb Society of America - Quick Facts 2010." We think you will be impressed by the information it contains about YOUR Herb Society of America.

Our members give because they are passionate about herbs and the opportunities The Herb Society of America offers us as members. Make this a year of giving enthusiastically to an organization that you value for its educational mission, cultivated friendships, and a vision for the future!

Sincerely and with thanks,



Linda Lain
President



Karen O'Brien
Development Chair



Katrinka D. Morgan
Executive Director