

Your 2020 NH LAKES Supporter Survey is enclosed.

Today, your insights, opinions and feedback will help shape the future of
NH LAKES.

And your gift of \$20 will keep New Hampshire's Lakes
Healthy and Thriving.

Please respond before April 20, 2020.

Dear {Salutation},

It's hard for me to tell you just how important you are to NH LAKES.

Your generosity and support have enabled us to develop new and innovative methods to protect New Hampshire's lakes from the polluted runoff waters that make them toxic.

It's your extraordinary dedication to the welfare of our lakes that makes your opinions on our work so important. That's why I'm asking for your participation in our 2020 Supporter Survey.

Will you have your say today and help shape the future of NH LAKES?

It should only take a few minutes. But I promise your responses are incredibly important. Because New Hampshire lake lovers like us need to do whatever we can to protect our lakes.

You can protect New Hampshire's lakes by completing the enclosed survey and returning it to me before April 20th. And by including a gift of \$20, you'll also help reduce the polluted runoff water that threatens the health of New Hampshire's lakes.

Last year, 29 New Hampshire waterbodies received water quality advisories from the NH Department of Environmental Services—requiring a change in plans for many swimmers and boaters.

90% of all water quality problems in New Hampshire's lakes can be tied directly to polluted runoff water entering our lakes and creating algal blooms.

And lakes filled with algae are unsafe—for people and pets!

Just ask Kate, one of our NH LAKES friends who happened to be walking along the waterfront of a lake loaded with algae, along with a friend visiting from Scotland.

When suddenly, one misstep almost ended in tragedy.

Not because of the cut her friend sustained to her hand during the fall.

But because that hand landed in a lake filled with algae.

Luckily for Kate's friend, the medical personnel at the emergency room were familiar with the dangers that algae pose to an open wound.

It took more than an hour for all of the algae to be removed from the wound, and 3 follow up visits to ensure her friend was safe.

But this story could have had a very different ending—if the medical personnel hadn't been as knowledgeable about algae and wound care.

Luckily this accident didn't happen in New Hampshire, where algal blooms and contaminated lake water are relatively new. It happened in upstate New York at Seneca Lake, where the medical personnel is all too familiar with blue-green algae.

Yet any day now, this story might have a different setting and a very tragic ending.

I know that's not what you want for the lakes of New Hampshire—or for the people who enjoy them every day.

That's why I need your help today—because there's so much more work to be done to keep New Hampshire's lakes safe and healthy.

As a valued supporter of NH LAKES, your opinions on our work is crucial in understanding the issues you are most concerned about so that we can communicate with you better. It will also help us find more people like you who care deeply for New Hampshire's lakes.

Quite simply, your survey answers, and your gift, will help us protect New Hampshire lakes—today and in the future.

I know my asking you to help shape the very future of NH LAKES seems like a huge task! But it couldn't be easier. You only need to pick up a pen, complete the survey, and return it to me in the envelope provided before April 20th. I can assure you that your answers will be kept strictly confidential.

Thank you so much for your incredible support—and your extraordinary dedication to our amazing lakes.

Warm regards,

Tom O'Brien

President

P.S. If you don't think you will use the enclosed sticker, please return it with your survey, and we will make sure it gets put to good use! Thank you!