



GREENPEACE

<Mail Date>

Dear <NAME>,

I am in awe of you! In my first year as Executive Director of Greenpeace USA, I've been humbled by the deep commitment and convictions of faithful Greenpeace members like you. You make every one of our victories possible—and we've had a lot of them in the past year.

So let me begin my letter by simply saying “Thank you.”

In response to our call, you—and 500,000 of your fellow activists—signed our petition asking the President to protect the Arctic.

Just last month President Obama announced new, expanded protections for the Arctic, including the Arctic National Wildlife Refuge in Alaska.

Even with President Obama's proposal, the Arctic is still at imminent risk of an oil spill. Shell is hoping to drill right next door to protected areas like Hanna Shoal, a critical hot spot for wildlife including the Pacific walrus. An oil spill will impact these protected areas. You simply cannot pick and choose what areas to protect in the Arctic. You have to protect it all. That's why I am sending you this urgent update.

You see, within days of the President's announcement of new Arctic protections, Shell announced its intention to drill for oil just offshore from the new Refuge this summer. As you know, after a massively public campaign from Greenpeace and Shell's own epic failure, it stopped its Arctic drilling plans in 2012. You were a part of that exciting moment and we need you again.

Every indication is that the administration may approve Shell's drilling plans and you and I both know that it's simply too dangerous.

This pristine world, home to polar bears, foxes, seals, millions of sea birds and fish, and the people that call the Arctic their home too, many of whom oppose drilling—could all be destroyed with a single oil spill or drilling accident. UNLESS YOU AND I STOP IT.

I urgently need you to take action today.

Please sign the enclosed petition asking the President to ban drilling in the Arctic. Then rush your petition along with your most generous contribution of HPC, 2XHPC or even 3XHPC to help support our campaigns, which include taking on the energy companies and stopping drilling in the Arctic.

(over, please)

702 H Street, NW • Suite 300 • Washington, DC 20001 • greenpeace.org

Printed on recycled paper with no chlorine bleaching used in the recycling process.



GREENPEACE

<Mail Date>

Dear <NAME>,

I am in awe of you! In my first year as Executive Director of Greenpeace USA, I've been humbled by the deep commitment and convictions of faithful Greenpeace members like you. You make every one of our victories possible—and we've had a lot of them in the past year.

I'm sending you the enclosed certificate in recognition of your outstanding contribution to Greenpeace's work to preserve this beautiful earth, its forests and jungles, frozen tundra and oceans, prairies and rivers, and all the diverse life protected in our precious remaining wild places.

In response to our call, you—and 500,000 of your fellow activists—signed our petition asking the President to protect the Arctic.

Just last month President Obama announced new, expanded protections for the Arctic, including the Arctic National Wildlife Refuge in Alaska.

Even with President Obama's proposal, the Arctic is still at imminent risk of an oil spill. Shell is hoping to drill right next door to protected areas like Hanna Shoal, a critical hot spot for wildlife including the Pacific walrus. An oil spill will impact these protected areas. You simply cannot pick and choose what areas to protect in the Arctic. You have to protect it all. That's why I am sending you this urgent update.

You see, within days of the President's announcement of new Arctic protections, Shell announced its intention to drill for oil just offshore from the new Refuge this summer. As you know, after a massively public campaign from Greenpeace and Shell's own epic failure, it stopped its Arctic drilling plans in 2012. You were a part of that exciting moment and we need you again.

Every indication is that the administration may approve Shell's drilling plans and you and I both know that it's simply too dangerous.

This pristine world, home to polar bears, foxes, seals, millions of sea birds and fish, and the people that call the Arctic their home too, many of whom oppose drilling—could all be destroyed with a single oil spill or drilling accident. UNLESS YOU AND I STOP IT.

I urgently need you to take action today.

Please sign the enclosed petition asking the President to ban drilling in the Arctic. Then rush your petition along with your most generous contribution of HPC, 2XHPC or even 3XHPC to help support our campaigns, which include taking on the energy companies and stopping drilling in the Arctic.

(over, please)

702 H Street, NW • Suite 300 • Washington, DC 20001 • greenpeace.org

Printed on recycled paper with no chlorine bleaching used in the recycling process.





- 2 -

You and I must let the President know that he can't have it both ways—announcing protection for the Arctic with one hand, while he takes bids on its destruction with the other.

I don't know about you, but I expect more from our President.

You and I need to let him know that his leadership is needed... there's simply too much at stake for him to sit on the sidelines for this one.

If we allow Shell to drill in the Arctic, a spill *WILL* likely happen. The terrain is simply too hazardous and the Bureau of Ocean Energy Management recently predicted a 75% chance of one or more large spills if we try to pump oil out of the Arctic.

And once that accident happens, recovery and cleanup are impossible.

I can hardly stand to think of the consequences... pristine sheets of white ice and snow covered in black oil... seagulls unable to fly because of their oil-soaked feathers... or tiny polar bear cubs gasping for air, unable to escape the creeping ooze.

A spill in the Arctic's frigid conditions would mean permanent, irreparable damage to one of the most beautiful places on earth.

So why do Shell and other oil companies push to extract oil from the Arctic? It's greed, pure and simple.

These energy giants could be working to develop alternative sources of energy, but they prefer to take the money and run.

You and I both know that the last thing the world needs is to burn more fossil fuel and accelerate global warming. Rising global temperatures are already melting Arctic ice with disastrous consequences for the millions of birds, fish, and mammals that rest, breed and nurture their young here.

As critical as this moment is, it's not too late.

I know sometimes it can feel like this is an impossible fight. Reversing climate change is sort of like turning around a giant ocean liner—it's slow, but I assure you, we can do it.

If we as a community, as a nation, as a worldwide movement, seriously address the task of finding alternatives to fossil fuels, we *can* halt—and put an end to climate change. Clean, reusable energy is available—and plenty of it, more than enough to satisfy most of our energy needs.

(next page, please)





- 3 -

I decided to join Greenpeace as Executive Director because I believe in the power of collective action. While the challenges before us are daunting, I have never felt more optimistic about the collective effort to create a more sustainable world.

As you may know, I am the creator of the “Story of Stuff”—a 20-minute online movie about the way we make, use and throw away all the Stuff in our lives—and how those choices hurt the environment.

In just five years, the Story of Stuff movie has been viewed 40 million times and spawned a new community of change makers around the world. Every single day, I see more people waking up to the challenges facing our planet and taking action to fight back.

Millions of people are already taking small actions to make a difference. I expect you are one of them: you recycle, you compost, you use energy efficient light bulbs, and you may even bike to work when you can. Those individual actions are great and important. However you and I both know we need to do more to make big strides.

Each of us must also use the power of our voice to demand actions from our leaders—you can start right now by rushing your signed petition to President Obama back to me.

I truly believe our President wants to do the right thing—but it’s up to you and me to make him hear us. That’s our job as moral humans. I’m so grateful that you are someone who understands the power of your actions—and I want you to know that you truly are making a difference.

In the media, in legislative chambers and in local gatherings we are beginning to hear informed conversations about climate change. Thanks to you there is a rising tide of grassroots supporters.

But we have very little time to act. The decision to allow Shell to drill in the Arctic could come at any moment—perhaps even as you read this letter. It’s going to take every tool and every strategy Greenpeace has to stop it.

But failure is simply not an option. To show you what I mean, I’ve enclosed a few stunning notecards featuring what’s at stake for our world. One of my favorite animals, the polar bear, has become a powerful symbol of the fight against drilling and the need to shift away from fossil fuels.

The beautiful animals you see on these cards are already at risk of losing their home as sea ice recedes even further every year. And now, greedy oil companies want to threaten them further with risky drilling operations.

As you look at the enclosed notecards, I hope you will be inspired to act by sending a generous gift to Greenpeace today. And, tempting though it may be to put these cards on the

(over, please)





- 4 -

refrigerator to enjoy, please use them instead to spread the word about Greenpeace's fight to protect these beautiful animals.

You have proven that you are a person who is willing to do more than just cross your fingers and hope for the best, and I need to be able to count on you now.

If the millions of us who care come together as citizens of the world, I'm convinced we can prevail and once again keep Shell's oilrigs out of the Arctic.

Together you and I can hold the government and corporate leaders accountable for their actions.

We can insist on careful, consistent policy to address the terrible menace of climate change.

And we can demand that our precious wildlife and environmental resources be protected from irreparable damage.

But I must be able to count on your help again at this critical moment. Please return your petition immediately—along with the most generous gift you can muster to support Greenpeace in its fights.

Once again, let me say how deeply honored I am to be working alongside you as Greenpeace's Executive Director. Your actions each and every day are a vital part of the solution.

Together, we can stop Shell from destroying the Arctic. Together, we can turn this great ship around—and preserve the astounding and beautiful diversity of our planet.

I look forward to hearing from you soon.

In solidarity,

Annie Leonard

Annie Leonard

Executive Director, Greenpeace USA

P. S The polar bears shown on the enclosed greeting cards are a reminder of all that is at stake in our efforts. Every minute counts as we work to protect the Arctic from devastating oil drilling. Please rush your petition and your most generous gift to me today so that we can ensure the safety of polar bears, caribou, foxes, and the millions of birds and fish who depend on the Arctic for their survival.

P.P.S. Remember, Greenpeace takes no funding from the government or corporations. We count on members like you to help us remain the independent voice for saving our planet. Please give today!

