



MONTEREY BAY
AQUARIUM

[DATE]

[NAME]

[ADD1]

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[CITY, [STATE] [ZIP]

Dear [SALUT],

Thank you for taking the time to speak with our representative and for pledging your support for our *Next Wave of Ocean Leaders* campaign.

When the new Bechtel Family Center for Ocean Education and Leadership opens next year, the Monterey Bay Aquarium will be poised to deliver the most impactful suite of education and youth development programs of any aquarium in the nation. Our goal is to inspire young people to pursue their education, and to become the leaders so critically needed to create a bright future for the ocean.

Your gift today will help to cover the cost of developing new curriculum, hiring additional educators and deploying state-of-the-art technology at the new Education Center—all to reach more students and teachers than ever before. With the future of the ocean at stake, this campaign is a powerful way for you to make a positive, long-lasting difference in our ocean conservation efforts.

To fulfill the promise of our new Education Center, the Aquarium needs to raise \$5 million—and we're asking our most loyal supporters to join us. Your gift today is an opportunity for you to play a direct and personal role in educating and inspiring the next wave of ocean leaders.

For your convenience, a gift form is provided below, or you can make a secure donation online at montereybayaquarium.org/NextWave. If you have questions, or would like to discuss your gift, please contact Junna Murakawa in my office at 831-644-1070 or jmurakawa@mbayaq.org.

I look forward to hearing from you soon. Thank you for your participation and generosity!

Sincerely,

Nancy Enterline
Vice President of Development

P.S. Your increased annual gift will have an even greater impact on the next wave of ocean leaders, thanks to a challenge grant that will match all increased giving, dollar-for-dollar, up to \$250,000!