



CALL ^{OF THE} UPLANDS



A Pheasants Forever Capital Campaign

www.pfcalgary.ca

Answering the call!

Join us as we launch the **Call of the Uplands** capital campaign to protect and restore habitat and cultivate the next generation of conservationists and hunters. **This is our best chance** to bring together dedicated citizens, hunter conservationists, farmers, ranchers, and new partners with a common cause.

CLEAR. BOLD. IMPORTANT.

OUR MISSION HAS NEVER BEEN CLEARER.
OUR GOALS HAVE NEVER BEEN BOLDER.
YOUR SUPPORT HAS NEVER BEEN MORE IMPORTANT.

For more information or to upgrade your membership
contact Perry McCormick at 1 (403) 995-9960 ext. 102

Email: perry@pfcalgary.ca



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The **Call of the Uplands** campaign is **our opportunity** to make a difference for wildlife habitat conservation and future generations. The challenges we face are immense - but our approach and our efforts will deliver real and lasting benefits to the lands we love, the wildlife they support, and the hunters and communities that depend on the health of both.

Campaign Priorities

Habitat

Establish, enhance, restore, and protect the highest-quality habitat in strategic locations across southern Alberta.

We can offset drastic province-wide losses by using the right strategies to protect, restore, or enhance the right habitat.



Education & Outreach

Engage more people of all ages in conservation and outdoor recreation – now, and for generations to come.

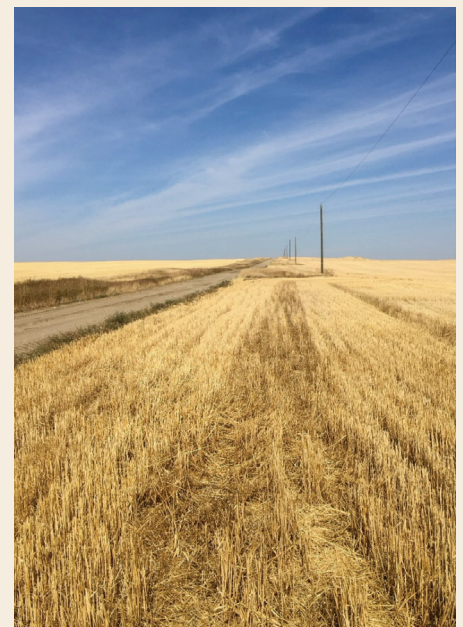
We must engage new stakeholders of all ages and all walks of life, preparing a new generation to carry forward the traditions of habitat conservation and outdoor recreation that have enriched our lives.



Policy

Leverage the full strength of our grassroots members – because we all have a vital part to play.

Everything we hope to accomplish in protecting and enhancing habitat begins with government policy – and the progress we achieve in policy affects every landscape we care about.



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Call of the Uplands is a comprehensive campaign where every gift made to **Pheasants Forever** counts!

How to help.

Make a Special Campaign Gift

A direct gift to the campaign provides immediate support for a specific program or initiative.

Upgrade Your Membership

Your membership sustains every aspect of the work we do and is critically important.

Sponsor or Host an Event

Sponsorship or hosting an event is a key step in helping to raise funds.

Join the Habitat Legacy Society

Consider a gift of land or a bequest in your will to sustain the incredible work started today for generations to come.

Volunteer

Give the gift of time to help raise funds for conservation projects, mentor future sportsmen, or help influence positive policy for habitat conservation.

Invite a Friend

By inviting others to give, or to become a member, you are helping to build our supporter base and share the importance of our work.



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Nothing compares to the smile on a child's face following the harvest of their first rooster, the pride you experience while watching your bird dog work, or the joy of seeing wildlife thrive in quality habitat. These moments create lifelong memories.

To ensure future generations enjoy similar memories please consider upgrading your **Pheasants Forever** membership to **Life**, **Patron** or **Gold Patron** today!

Taking your membership to the *elite* level helps **Pheasants Forever** make a greater impact by creating, restoring, and permanently protecting wildlife habitat, while preserving the legacy of our hunting and conservation heritage. Not only will critical upland wildlife habitat see long-lasting results from your increased support, you will also receive a lifetime of benefits including:

- Lifetime subscription (5 issues annually) to *Pheasants Forever Journal of Upland Conservation*
- Lifetime delivery of the *Pheasants Forever Hunter's Calendar* (mailed every fall)
- Lifelong invitations to local events and special gatherings

Life Membership

Your \$1,000 gift provides membership for life, and illustrates your unwavering commitment to our wildlife habitat conservation mission. Benefits include:

- Life member card and window decal
- Framed Life member certificate and recognition in the *Pheasants Forever Annual Report*
- Monthly *On the Wing* newsletter
- Annual pheasant hunting forecast

Patron Membership

Your \$10,000 gift helps to overcome the mounting challenges facing upland wildlife habitat and our pheasant hunting heritage. If you care deeply about conservation and our time-honoured upland hunting traditions, then the exclusive Patron membership level is for you. Benefits include:

- All Life member privileges
- Special invitation to *elite* member events
- Exclusive Patron member plaque

Gold Patron Membership

Your gift of \$25,000 is for the preservation of wildlife habitat today and the protection of our pheasant hunting heritage forever. Our most prestigious membership is reserved for those who are passionate about our organization's mission and want to solidify its future. Benefits include:

- All Life member privileges
- Special invitation to *elite* member events
- Exclusive Patron member plaque

We are committed to ensuring that your gift is used for mission-centric priorities. This commitment to effective and efficient wildlife habitat efforts has earned us a reputation as a leader in conservation.

Your membership upgrade translates to on-the-ground results and will act as a catalyst for like-minded donors, chapters, conservation partners, and others to maximize the benefits associated with membership. By upgrading to this *elite* level of membership, you will be making a significant impact and an undeniable statement that you are committed to conserving upland wildlife habitat.

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