



Each of New Jersey Audubon's four programmatic departments are represented by a SOAR letter:

- Our Research Department seeks to **SAVE WILDLIFE**
- Our Government Relations Department **ORGANIZES ADVOCATES**
- Our Education Department works to **ACTIVATE PEOPLE**
- Our Stewardship Department acts to **RESTORE HABITAT**

The SOAR Campaign is largest fundraising and awareness campaign in New Jersey Audubon's history, with priorities to:

> INVEST IN THE ORGANIZATION'S ENDOWMENT

> EXPAND THE ORGANIZATION'S STATEWIDE PROGRAMS

> RENOVATE NJA'S LORRIMER SANCTUARY

www.njaudubon.org/soar

Donate Today!





Help us reach our goal of 13 million!

THE SOAR CAMPAIGN's programmatic initiatives are in-line with the organization's newly developed Conservation Priorities.

Our new Conservation Priorities are as ambitious as ever as we aim to:

ENGAGE
520,000

PEOPLE
through our programs
and visitor services

REACH AN
ADDITIONAL
11 million

through print and
digital media

IMPROVE
15 miles
OF TRAILS

CERTIFY OVER **2,000** PROPERTIES through Garden for Wildlife

RESTORE OVER
14,000
ACRES
of habitat.

Utilize research, monitoring,
and natural resource
management to

increase
populations
OF LOCAL
SPECIES.

**Expand our
Advocacy work**

WHICH IS EMBEDDED
THROUGHOUT
THE ORGANIZATION,
EXTENDING BEYOND
LEGISLATIVE VICTORIES
TO INSPIRE CONSERVATION
ACTION THROUGH
EDUCATION
AND EXPERIENCE.

*The coming years cannot be more critical, for our planet,
for our state, and for our organization. We hope you will join us!*