

Mrs Sam Sample  
123 Sample Street  
Sample Town NSW 2000

12 October 2007

**If you are worried about dangerous climate change but don't know what you can do to prevent it, it is crucial you please read my letter**

**In it, I detail two simple ways you can take effective action to protect yourself, your loved-ones and our nation while you still have time**

Dear Mrs Sample,

I have no doubt that this is one of the most important letters I'll ever write. Its subject matter could hardly be more serious, nor its significance greater. And I can only hope you will spare a few minutes to read it through.

My name is Don Henry, and I am the Executive Director of the Australian Conservation Foundation (ACF), an influential not-for-profit organisation that inspires and empowers people to work together to protect Australia's most precious environments.

You will have probably heard of us. We've been a leading voice for conservation for over 40 years, using realistic strategies to win greater protection for such outstanding natural assets as the Franklin River, the Daintree Rainforest and the Great Barrier Reef.

Securing so many important victories for the people and wildlife of Australia hasn't been easy, and to succeed we've had to work closely with our brilliant supporters to overcome some of the most serious challenges you can imagine.

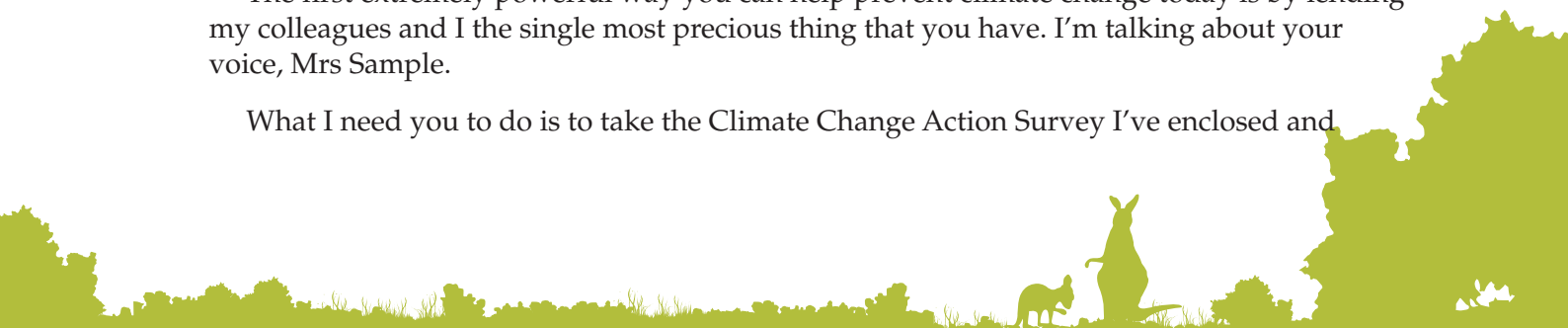
But even so, I can truly say that no challenge we have ever faced in our long history comes anywhere close in seriousness to the one that I so badly need your help to overcome today.

**I am of course referring to dangerous climate change: the very real phenomena that threatens to make many populated areas of Australia uninhabitable within a few decades – unless our leaders wake from their fatal lethargy and take decisive action to tackle the crisis before it becomes an unstoppable catastrophe.**

I am writing to you today to offer you two crucial opportunities to help us persuade them to do just that. For the sake of our children and grandchildren, I sincerely hope that you will seize both of them firmly whilst you still can – time is running out.

The first extremely powerful way you can help prevent climate change today is by lending my colleagues and I the single most precious thing that you have. I'm talking about your voice, Mrs Sample.

What I need you to do is to take the Climate Change Action Survey I've enclosed and



spend five minutes or so completing it – it really shouldn't take any longer than that to fill in.

Our survey will provide you with an opportunity to record your personal views about dangerous climate change – what you believe are its main causes, what your concerns are about its effects and, most importantly of all, what you might be prepared to do in order to stop it.

Then, when you've finished, I want you to put your survey in the enclosed envelope and return it to us before Thursday 1st November at the latest so that we can combine your views with those of other individuals across Australia and send them on.

My aim is to deliver a powerful message to our leaders and the media that cannot be ignored: the people of Australia are waking up to the dangers of climate change and are willing to do what is necessary to protect our children's futures. But in return, they expect responsible and decisive leadership from those whose responsibility it is to protect us.

Of course, I am not unrealistic – as important as your survey is, I realise that on its own it is unlikely to convince some of the more stubborn elements in our government to abandon their disastrous economic and political short-sightedness.

No, there is only one way to do that. And that is for those of us who already recognise the urgency of our predicament to spread the word throughout our communities and build a grass-roots movement for change that is powerful enough to leave our politicians with no choice but to do their jobs and lead us towards a safer, cleaner future.

Which brings me to the second powerful way you can help us avoid dangerous climate change today, Mrs Sample. And that is by joining forces with a fantastic group of people who are doing more to spread the word about climate change prevention than anyone else I know.

I am talking about ACF's EarthVoice supporters – men and women from across Australia who, by giving a monthly gift to ACF through their bank account or credit card, are helping to fund information campaigns, pay for public debates and allow our campaigners to work tirelessly to ensure that we all know exactly what will happen if we don't stop dangerous climate change in time.

Our EarthVoice supporters have already enabled us to spread this message to thousands of people. And by joining with them and giving a monthly gift of \$8 – just 27 cents a day – to ACF, you'll help us to reach into every community in Australia – helping us build a nationwide movement that is so powerful that the government will simply have to listen.

And it is absolutely imperative that they start listening soon. For there can no longer be any serious doubt – our climate is today changing at a faster rate than at any time in the earth's history, and it is the human race which is responsible.

You don't need to be a scientist to confirm the evidence. The savage storms, extreme water shortages, appalling floods and devastating bush fires that now batter our country with grim regularity speak for themselves.

They tell us that all is far from good, and that if things continue as they are today – well, we might as well start saying goodbye right now to our beautiful rainforests, our teeming reefs and any hopes we have of our grandchildren enjoying a good quality of life.

Fortunately, the good news is that it is still not too late to stop the most dangerous effects of climate change from taking place – so long as we curb our greenhouse gas emissions by investing in renewable energy and environmentally responsible technology.

Study after study has concluded that, if we are prepared to do these two things, then we still have time to prevent our water supplies from running out, our endangered wildlife from

being wiped out, our vast interior from becoming a baking wasteland, and our colourful reefs from becoming bleached and barren.

We still have time to save our grandchildren's futures – and what's more, provide a massive boost to Australia's economy in the process.

Yes, that's right; I said a boost to our economy. Because despite the rumours and some predictions of financial collapse, the truth is that the financial rewards that await the nation that leads the race to develop clean energy technology are practically limitless.

And what nation can you think of that is in a better position to do exactly that than Australia, with our potentially unlimited supply of solar, wave and wind power just waiting to be tapped?

Just imagine the possibilities if our political and business leaders had the foresight to seize these bountiful opportunities before other countries do. Imagine if they had the nerve and the vision to transform our country from one of the worst per capita producers of greenhouse gas pollution into a leader in energy efficiency and renewable energy technology.

If they did, then instead of facing the future with mounting dread, we could look forward to it with excitement and pride – knowing that we are creating a safe, secure and healthy legacy for our grandchildren to inherit that we can be truly proud of.

This is the positive vision of the future we so badly need to persuade our communities to adopt and our leaders to start working towards today. Please help us to do so by completing your enclosed survey and volunteering to become our newest EarthVoice supporter with a monthly gift of \$8 today.

I can't promise you that it will be easy to convince the people of Australia to throw off the fear of change or the fatalism that has led to so many continuing to live as if everything is normal – despite the climatic chaos that is growing more destructive each year.

But what I can say without any doubt is that, so long as enough of us combine our voices and work together, then our politicians will be left with no choice but to rise to the challenge of climate change with the energy and conviction needed to protect our futures.

The reason I am so confident of this is that, in my role at ACF, I have already seen time and time again the power of communities to effect political change.

We've successfully used this community-driven approach to fighting environmental issues many times. When Antarctica was faced with the threat of mining in the 1970s, our public awareness campaigns helped show Australians how this beautiful and ecologically critical continent would be devastated by these operations.

The subsequent public outrage played a huge role in convincing the Federal Government to outlaw mining in Antarctica in 1989. We've achieved similar successes in relation to sand mining on Fraser Island in Queensland, protecting significant parts of the NSW rainforest, securing World Heritage listing for the Great Barrier Reef, and so much more.

It is our practical and realistic approach to protecting the environment that has earned us credibility with our peers, the media, the government, businesses and the community – and put us in such a strong position to campaign for a genuine response to the challenges of climate change.

That's why, if you want to do something genuinely effective to protect our grandchildren's futures, then I truly believe that joining forces with ACF is the best thing you can do today.

It won't take you more than a few minutes to add your voice to our unique and important

survey, but by doing so you will be making the most of a precious opportunity to speak directly to those in the best position to tackle climate change.

And by committing to give a regular monthly gift of \$8 as ACF's newest EarthVoice supporter, you'll help us unite Australia's communities and create a nationwide movement for change powerful enough to persuade our leaders to:

- **Cut greenhouse pollution:** ACF is calling for an initial 30% cut in greenhouse emissions by 2020 – a realistic and achievable reduction, based on the scientific evidence of what is needed to prevent dangerous temperature rises.
- **Show international leadership:** Australia is one of the world's worst per capita contributors of greenhouse pollution – if we can create a sustainable future, then everyone can. This puts us in a strong position to lead the world by example and the first step would be to join the global effort by ratifying the Kyoto Protocol.
- **Promote a clean, renewable future:** There is no doubt that the best way to reduce our greenhouse emissions is to invest in renewable energy technology. Requiring 25% of our electricity to come from renewable energy by 2020 would get us on track to a prosperous future. It's high time that those in a position of power stop talking it down and begin to promote our best chance of sustainability.

These are the sort of responsible actions we as Australian citizens have every right to expect our government to take. They are not radical suggestions, but carefully thought-out, science based proposals that, if acted upon, have a fantastic chance of avoiding dangerous climate change.

I sincerely hope you will help us spread this message by supporting us today, Mrs Sample, For the truth is, there really are only two options available to us. We can either ignore our changing climate and continue down a road of environmental destruction. Or we can join forces with enough energy and positivity to inspire Australia's politicians to lead the world into an exciting, secure and bountiful future.

This is the decision that each and every one of us must make today, whether we like it or not. I do hope you make the right choice, and that I can look forward to receiving your survey and welcoming you as our newest EarthVoice supporter soon.

Thank you for your time and your consideration. I want you to know just how much I truly appreciate it.

Yours sincerely,

A handwritten signature in black ink that reads "Don Henry". The signature is written in a cursive, flowing style.

Don Henry  
Executive Director

PS. Climate change is worrying, but it is crucial we don't let fear paralyse us into inaction. The good news is, there is still time to prevent our water supplies from running out, our endangered wildlife from being wiped out, our interior from becoming a wasteland and our reefs from becoming bleached and barren – but only if we act quickly and decisively. I sincerely hope you will do so today by seizing the two precious opportunities I've outlined above. Thank you again for your consideration.



# CLIMATE CHANGE ACTION SURVEY

**JOIN YOUR FELLOW AUSTRALIANS  
AND DEMAND ACTION FROM OUR  
POLITICAL LEADERS.**

Your answers are private and confidential. Please be assured that no individual responses will be disclosed.

Please send this survey back before Thursday 1st November.

It will only take five minutes and please complete as many questions as you can.

Climate change is the biggest threat facing the future of our planet. And our governments are failing us with no adequate measures to stop it.

We need you to use your voice and demand action from our political leaders. With a federal election around the corner, they have to listen.

Key findings will be circulated to the media and made available to campaigners across the country to present to their locally elected leaders in person.

Add your views to those of Australia and we will deliver a message that cannot be ignored.

**USE YOUR VOICE. THIS IS YOUR OPPORTUNITY TO  
TAKE ACTION ON CLIMATE CHANGE.**

## SECTION ONE: YOUR IMPACT ON CLIMATE CHANGE

1. Do you believe that climate change is the biggest environmental issue facing Australia today?

- <sup>1A</sup>  Yes  
<sup>1B</sup>  No  
<sup>1C</sup>  Unsure

2. When did you first become aware that climate change was a serious issue?

*(Please tick one box only)*

- <sup>2A</sup>  In the past 12 months  
<sup>2B</sup>  In the last 2-5 years  
<sup>2C</sup>  I've known for more than 5 years

3. Which of the following statements best describes how you feel about climate change?

*(Please tick one box only)*

- <sup>3A</sup>  The issue is overwhelming and I feel helpless.  
<sup>3B</sup>  I am frustrated that not enough is being done.  
<sup>3C</sup>  I am hopeful that if we take action now, we can stop it.  
<sup>3D</sup>  I am tired of hearing about it and want to see some action taken.

4. If you are concerned about climate change, what is the main reason?

*(Please tick one box only)*

- <sup>4A</sup>  I am worried about the future of my children and grandchildren.  
<sup>4B</sup>  I don't want my quality of life to change as a result of climate change.  
<sup>4C</sup>  I care about our environment and don't want to see it destroyed.  
<sup>4D</sup>  Humans caused the problem. It's our responsibility to fix it.

5. Have you made any changes in your life to help stop dangerous climate change?

*(Please tick one box only)*

- <sup>5A</sup>  Yes. I am committed to doing everything I can to help the environment.  
<sup>5B</sup>  Yes. I have made a few changes but would like to do more.  
<sup>5C</sup>  I would like to help but I'm not sure what I can do.  
<sup>5D</sup>  I don't think I need to make any changes.

6. Of the following actions, which would you be willing to take to help stop dangerous climate change?

*(Please tick all that are relevant)*

- <sup>6A</sup>  Write to politicians or government officials.  
<sup>6B</sup>  Meet with my local MP or State Senator.  
<sup>6C</sup>  Attend a workshop and learn how to make affordable changes in my home.  
<sup>6D</sup>  Supporting ACF's work to protect the environment by making donations.  
<sup>6E</sup>  Join an online community or local climate action group.

## SECTION TWO: DEMANDING ACTION

7. Whose responsibility do you think it is to fight dangerous climate change?

*(Please tick one box only)*

- <sup>7A</sup>  Climate change affects us all and every Australian needs to do what they can to help.  
<sup>7B</sup>  Climate change is too big an issue and can only be tackled at a government level.  
<sup>7C</sup>  Big business has helped cause climate change and they need to be the first to cut their emissions.  
<sup>7D</sup>  All of the above. It is the shared responsibility of individuals, business and government.  
<sup>7E</sup>  I don't know.

8. Do you believe that our government is doing enough to stop dangerous climate change?

- <sup>8A</sup>  Yes  
<sup>8B</sup>  No  
<sup>8C</sup>  I don't know

9. What do you think is the best way for the government to stop dangerous climate change?

*(Please tick up to three responses)*

- <sup>9A</sup>  Ratify the Kyoto Protocol  
<sup>9B</sup>  Pass a national law to cut greenhouse gas emissions  
<sup>9C</sup>  Investment in clean, renewable energy  
<sup>9D</sup>  Set energy efficiency standards  
<sup>9E</sup>  Introduce a carbon tax and emissions trading system.  
<sup>9F</sup>  Reject the dangerous nuclear industry  
<sup>9G</sup>  All of the above  
<sup>9H</sup>  None of the above *(please specify)*

**10. Which of the following statements best describes how you will use your vote at the upcoming federal election?**

*(Please tick one box only)*

- 10A  I will vote for the party that commits to taking urgent action on climate change.
- 10B  I will vote for the same party I have always voted for.
- 10C  I am undecided.

**SECTION THREE:  
ABOUT YOU**

**11. Where do you most commonly access news and information?**

*(Please tick up to three methods)*

- 11A  Television (commercial)
- 11B  Television (ABC or SBS)
- 11C  Radio (ABC)
- 11D  Radio (Other)
- 11E  Newspaper (Tabloid)
- 11F  Newspaper (Broadsheet)
- 11G  Internet
- 11H  Online forums / blogs
- 11I  Other *(please specify)*

**12. Do you have any:**

- 12A  Children
- 12B  Grandchildren

**13. Please tick your highest level of education completed:**

- 13A  Secondary
- 13B  Tertiary
- 13C  Postgraduate
- 13D  Masters
- 13E  Doctorate
- 13F  Trade Qualification

**14. Before receiving this survey, had you heard of the Australian Conservation Foundation (ACF) and our work to protect the environment?**

- 14A  Yes
- 14B  No

**If yes, where did you first hear about us?**

- 14C  Through the media
- 14D  Fundraising on the street
- 14E  I have received other communications in the mail
- 14F  I attended an event
- 14G  I have friends who support you/Word of mouth
- 14H  Other (please specify)

**15. Gifts left to ACF by people in their wills can have an enormous impact on our work. We depend upon the income we receive from these gifts to continue our work. It is important for us to know how many people support us through their wills.**

- 15A  Yes, I have already mentioned ACF in my will
- 15B  I intend to include ACF when I make or next revise my will
- 15C  I would consider including ACF in my will, and would like more information
- 15D  I do not have a will
- 15E  I have written a will, and have mentioned charities, but have not included ACF
- 15F  I have written a will but have chosen not to mention charities

**SECTION FOUR:  
YOUR MESSAGE TO OUR  
POLITICAL LEADERS**

Do you have any comments or messages to send to the government about climate change? Please note that this is a confidential survey and individual responses will not be disclosed.

## YOUR DETAILS

Do we have your correct contact details? Please fill in any blanks and correct any errors in the box below.

Mrs Sam Sample 123 Sample Street Sample Town NSW 2000	Title	First Name
	Surname	
	Mobile Phone	Home Phone
	Work Phone	Fax
	Email Address	
	Date of birth*	

*\*When contacting ACF, we may ask you for your date of birth to establish your identity and ensure your privacy is protected. Please be assured that this is a confidential survey and individual responses will not be revealed.*

## YOUR GIFT WILL HELP US DO EVEN MORE

**Thank you for lending your voice to our climate change action campaign. Will you please also send a monthly donation to help us ensure your views are turned into actions?**

By becoming an EarthVoice, you will help us to continue our work to spread the climate change message until adequate actions are taken to protect our planet for future generations.

**Yes, I would like to make a regular monthly donation of:**

\$8
  \$12
  \$15
  \$  My Choice

*Please choose one of the payment options below.*

### 1. CREDIT CARD PAYMENT

I/we authorise the Australian Conservation Foundation to charge the above mentioned amount to my credit card each month.

Please debit my  MasterCard  Visa  Amex  Diners

Card no.	<input type="text"/>	Expiry date	<input type="text"/>
Name on card	<input type="text"/>	Amex ID	<input type="text"/>
Signature	<input type="text"/>		

*You may cancel your authority at any time by giving us 14 days notice.*

### 2. BANK ACCOUNT PAYMENT (DIRECT DEBIT REQUEST)

I/we authorise the Australian Conservation Foundation (User ID 025305), to debit the above mentioned amount to my/our account each month. I/we must pay the Debit User when due under the arrangement between us.

Your financial institution's full name & mailing address	<input type="text"/>		
Account Holder's Name/s	<input type="text"/>		
Name of your Account	<input type="text"/>	Date:	<input type="text"/>
BSB Number	<input type="text"/>	Account Number	<input type="text"/>

By signing this Direct Debit Request, you acknowledge that you have read and understood the terms and conditions governing the debit arrangements between you and the Australian Conservation Foundation (User ID 025305) as set out in this request and our Direct Debit Service Agreement, which can be found at [www.acfonline.org.au/directdebit](http://www.acfonline.org.au/directdebit), or by calling 1800 223 669.

Signature/s:	<input type="text"/>
Date:	<input type="text"/> <i>This authority is to remain in force until further notice.</i>

*You may cancel your authority at any time by giving us 14 days notice.*

**Thank you for using your voice to help stop dangerous climate change.**

Please return your survey using the reply paid envelope provided, or mail to:

**Australian Conservation Foundation: Reply Paid 74883, Carlton VIC 3053**

The Australian Conservation Foundation respects your privacy.  Please tick this box if you would prefer we didn't write to you at this address again. You may inform us at any time if you would like to be removed from our mailing list.