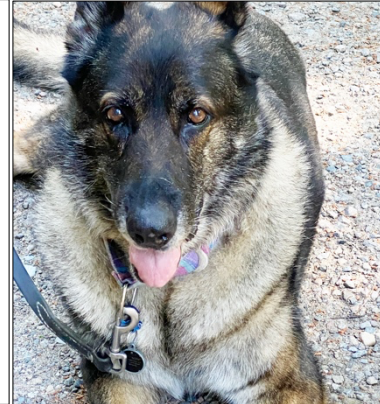




Betty Boop barks: “I’m working hard for you! This holiday season, you’ll **DOUBLE** your impact for the Blue Hills by giving today, with matching funds!”



Dear <First Name>,

Poop. 🐞

Everybody does it. Dogs included. (No shame there.)

And sometimes it’s not wise for us to simply hold our noses and flush the subject away. Sometimes we just really need to talk about poop. This is one of those times . . .

You see, collectively, you raised your voice in recent Friends of the Blue Hills surveys and focus groups.

The results are in. Your biggest point of Blue Hills pride is that the park is a **gem and a privilege**. (Agree!) And one of your biggest points of Blue Hills concern in 2022 is TRASH — especially **dog waste**.

To keep your park gem-worthy — we’re pulling out all the stops to reduce dog waste pollution throughout the Blue Hills . . . by using a custom poop app (plus dog snouts and eagle eyes) for “poop targeting, mapping, and collection.”

**Will you please give today to keep the trails clean and safe for everyone — and protect the Blue Hills’ delicate ecosystem — by supporting innovation through citizen science that makes the park healthier?**

**Your gift will be DOUBLED by matching funds (thanks to a group of generous donors) if you give right away. Every dollar you give now will become \$2 for the Blue Hills!**

“Citizen science?” you might ask. (Good question.) Citizen science is the process

*Turn over to continue reading* ↗

by which non-scientists help scientists in a collaborative effort to gather needed data.

Poop, for example. Specifically: where the poops are left behind — when the poops are left behind — and whether the poops are left behind bagged or unbagged.

Volunteer citizen scientists take pictures of Unbagged Poop Left Behind and Bagged Poop Left Behind. Using the smartphone app, they upload the pictures. All of this goes on the “Official Poop Map.” *[see map insert]*

Two weeks later, someone else goes and surveys the area again. This way, a data “base layer” is established for further study, and to pinpoint which areas of the park require prioritization and restoration — as well as messaging to dog owners. We need this data to take action.

**And today you hold twice the power to help keep the Blue Hills safe and clean . . . because, if you take action right away, your donation will double. I’ll show you how:**

- Your gift of <\$ASK1> will be doubled to <\$ASK1x2> by matching funds.
- If you can give <\$ASK2>, that's <\$ASK2x2> to keep your trails clean and safe.
- And a gift of <\$ASK3> will turn into <\$ASK3x> to collect data that powers strategy and action in order to protect the park’s delicate ecosystem.

It works for any amount up to [**\$match funds**]. The deadline is December 31. So please give today.

Not all citizen scientists are of the human variety. Some have four legs, an adorably wet nose, and a wagging tail. They don’t use the custom smartphone app. But they do point the way.

Our #1, *Bone-afide Super Sniffer* is Betty Boop, pictured atop page #1 of this letter. Betty Boop is a German Shepherd who resides with her beloved human roommate, Jen. Betty Boop is a stickler of a poop searcher — both bagged and unbagged.

*Next page, please...*

Betty Boop gets chuffed and surly if Jen just keeps on walking past any poop. That's how much this good dog wants to protect her favorite trails!

**Will you (like Betty Boop) also choose to help? Please give today, if you can. Your generosity will be DOUBLED and the difference you make will be twice as great!**

“But I’ve got dog poop on the lawn in my backyard right now. What’s the big deal?” you might ask. (Good question.) The big deal is that your backyard is not likely a delicate ecosystem teeming with vulnerable plants and wildlife.

Dog waste in the park is an environmental pollutant that contaminates our water supply and is hazardous to wildlife and humans. Even bagged poop left behind is toxic due to seepage.

Most dogs eat dog food, which is nutrient-rich. It’s not at all like the native plants and wild game and berries eaten by wild animals that roam the woods.

An excess of these kinds of nutrients can harm the health of forests, soils, and waterways. In many ecosystems, this excess creates conditions that allow invasive weeds to grow and toxic algae blooms to spread in our streams, rivers, and lakes.

Dog waste contains high levels of bacteria and other parasites that are harmful to wild animals (and people). In fact, according to the EPA, just one gram of dog waste can contain upwards of 23 million fecal coliform bacteria — **some of which can cause disease in people!**

When left unchecked (i.e., not disposed of properly), elements of this toxic soup (yuck) can make their way into waterways through erosion and rain, contaminating anywhere they pass through.

And dog poop in particular has an outsized impact because there’s so much of it.

That’s why Friends of the Blue Hills commissioned the custom smartphone app and coordinates poop/trash pickup events — to ensure a cleaner, safer park that’s more tranquil and relaxing for all people, including children.

**Please make a special year-end gift today to help keep our local treasure healthy and safe. Remember, your donation goes twice as far with matching**

*Flip over* 

**funds if you give right away!**

AND — Friends of the Blue Hills is working with the Department of Conservation and Recreation (DCR) and Friends of Middlesex Fells to develop a behavioral change messaging campaign to reduce waste in the Blue Hills.

This campaign will use social media. It will be positive (possibly using humor) and reinforce good behavior. It will bring people together, not drive them apart.

This campaign may even be adopted as a state model by the DCR, to be employed throughout other State Parks!

**Your generosity will make this possible. So please give today — and create an environment that's welcoming for all.**

In the summer, Betty Boop prefers mornings. She thinks hot weather is *not cool*. And she hates bugs. She insists on wearing a mosquito net. (“Don’t bug me, I’m working!”)

So, after a hard day’s sniffer work in the Blue Hills, Betty Boop loves to sit in the back seat of Jen’s car and aim her lolling tongue toward the car’s air conditioning roaring at full blast. (A dog’s gotta take care of herself.)



This holiday season, let’s make sure we take care of the Blue Hills. You can protect and preserve all park visitors’ long walks, for our sake and for the sake of the Blue Hills’ delicate ecosystem.

Thank you for being someone who cares about the park!



For the Blue Hills,

A handwritten signature in black ink that reads "Matt Panucci".

Matt Panucci  
President

**P.S. Remember, matching funds will double your donation, up until we’ve raised [**\$match funds**] or until December 31. So please give right away!**

This holiday season, your kindness will go TWICE as far to help the Blue Hills!



A Special Gift from

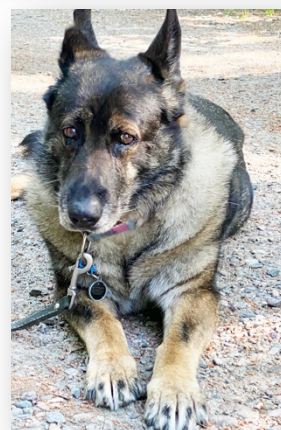
<Name>

to the Blue Hills

- Yes, I am committed to protecting and preserving the Blue Hills' delicate ecosystems and keeping the trails safe for all visitors.

My gift to the Blue Hills doubled with matching funds:

- <\$ASK1> becomes <\$ASK1x2>     <\$ASK2> becomes <\$ASK2x2>  
 <\$ASK3> becomes <\$ASK3x2>     My choice of \$ \_\_\_\_\_  
which will become twice  
as much for the Blue Hills!



How I will make my gift:

- My check is enclosed, payable to: Friends of the Blue Hills  
 Please charge my debit/credit card \$ \_\_\_\_\_  
 Sign me up as a Blue Hills Champion. I want to make my gift:  Monthly     Annually

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

Email \_\_\_\_\_

**DEADLINE:  
DECEMBER 31**



CARE FOR THE PARK FASTER:

**Give Online: [friendsofthebluehills.org/donate](http://friendsofthebluehills.org/donate)**

<Formal Greeting>

<Mailing Address>

<Mailing City>, <State> <Zip>

OTHER WAYS YOU CAN GIVE:

- Please send me information about how I can name the Friends of the Blue Hills in my **Will** or **Trust**.
- I'm interested in donating **stock** or making a **Qualified Charitable Distribution (QCD)**. See reverse side.

# OTHER WAYS YOU CAN HELP THE BLUE HILLS



## Donating Stock Offers You Tax Benefits ... and Helps the Blue Hills too!

When you donate stock to the Friends of the Blue Hills, you give an amazing gift to the Blue Hills Reservation — and you may receive tax benefits as well.

For example, giving stock may eliminate capital gains tax and may also give you a tax deduction that would benefit you financially... and be a tremendous gift to the Blue Hills too.

Your donation of stock will care for the Blue Hills wildlife by keeping the habitat healthy... and make sure visitors like you can enjoy miles of well-maintained trails and forests.



## Planning Your IRA Withdrawals for 2022?

Consider donating to the Blue Hills through a **Qualified Charitable Distribution!**

Thanks to recent tax changes, donating to the Friends of the Blue Hills through a Qualified Charitable Distribution (QCD) could save you money – while helping support the Blue Hills Reservation.

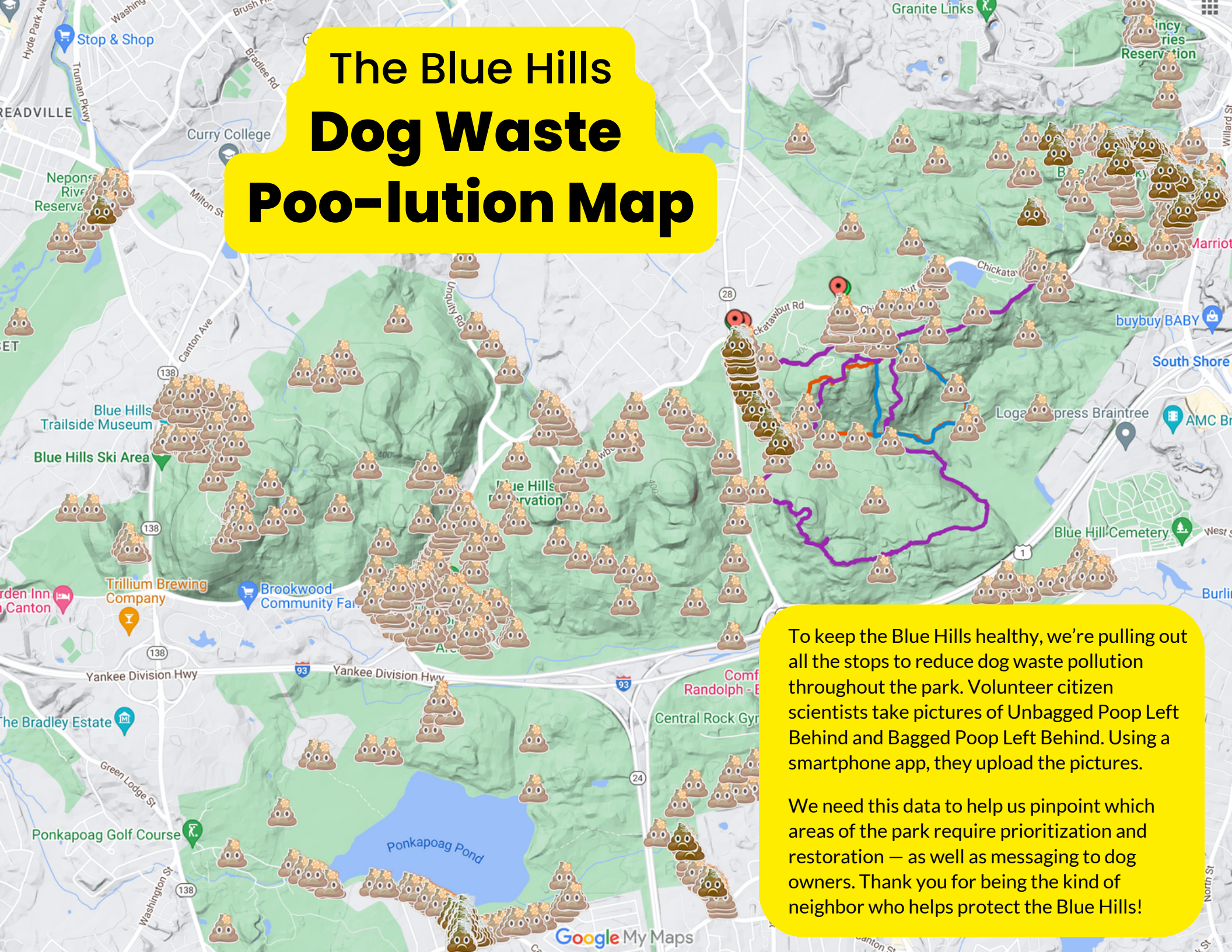
A QCD is a tax-free withdrawal from an individual retirement account (IRA) that is sent directly to a charity. [401(k) accounts are not eligible.]

By donating to the Friends of the Blue Hills directly in this way, you can exclude the amount of the gift from your taxable income – even if you're taking the standard deduction. And you'll be helping keep the Blue Hills forests healthy for wildlife — and clear and safe for visitors.

*The information above is not meant to be professional tax or legal advice. It is highly recommended that you consult your tax advisor, estate planner or investment advisor to determine if donating stock or a QCD is the right move for you or those you know.*

For more information, please contact Judy Lehrer Jacobs:  
[judy@friendsofthebluehills.org](mailto:judy@friendsofthebluehills.org) | 781-828-1805

# The Blue Hills Dog Waste Poo-lution Map



To keep the Blue Hills healthy, we're pulling out all the stops to reduce dog waste pollution throughout the park. Volunteer citizen scientists take pictures of Unbagged Poop Left Behind and Bagged Poop Left Behind. Using a smartphone app, they upload the pictures.

We need this data to help us pinpoint which areas of the park require prioritization and restoration – as well as messaging to dog owners. Thank you for being the kind of neighbor who helps protect the Blue Hills!

*From the Desk of*

## **Betty Boop**

Bone-afide Super Sniffer  
MASSACHUSETTS



Dear Neighbor,

Woof! I bet you're surprised to hear from me. I'm pretty surprised too because it's really hard to hold a pen with your paws.

You are a human who really cares about the Blue Hills. You want to keep the trails clean and safe for everyone. The map (flip over) shows where dog waste was found... some by me and my super sniffer!

I hear you are someone who can help protect the Blue Hills so the park stays healthy for years to come.

Would you make a donation today? I've also heard that your gift will be doubled by something called matching funds. (Being a dog and all, I don't know much about math... but it sure sounds good!)

Hope you can help!

**Betty Boop**

P.S. Thanks for being a cool and caring human!





PO Box 416  
Milton, MA 02186

**Inside this envelope:**


The unlikely danger on your trails \* \* \* \* \*

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Your  
Stamp  
Here

I'm protecting  
and preserving  
the Blue Hills! 

**Friends of the Blue Hills**  
PO Box 416  
Milton, MA 02186