



## Campaign for Appalachian Forest National Heritage Area Designation

### SAMPLE LETTERS

► **INDIVIDUALS** can show support of the Appalachian Forest Heritage Area designation, as well as for continued support and funding for the National Heritage Area program by contacting your congressional offices directly and/or by writing to AFHA.

Dear *Insert Name*,

I support current congressional efforts to designate an Appalachian Forest National Heritage Area and thank you for your support of the designation bill. Recognition of our nationally significant forest heritage will benefit conservation, tourism and communities in our region.

*Insert optional personal experiences or what is important to you about forest heritage and AFHA efforts.*

*Insert other talking points, in your own words.*

Thank you for your continued support of the National Heritage Area program which not only helps regions thrive and work collaboratively, but also tell America's story.

Sincerely, Signature with address

► **ORGANIZATIONS** can show support by sending a letter or resolution to the appropriate Senators or Representatives, or directly to AFHA. It will be shared with representatives to show widespread support. If a letter/resolution was written previously, a letter of renewed support now would be valuable. *Please use the proper letterhead.*

Dear *Insert Name*,

*Organization name* supports current congressional efforts to designate an Appalachian Forest National Heritage Area. We believe our natural, historic, cultural and forest resources tell a nationally significant story making this area a perfect candidate for a National Heritage Area (NHA) designation. This valuable designation can bring substantial educational and economic benefits to our region by assisting with the recognition, conservation, and presentation of these resources while increasing tourism and economic development.

*Insert optional information about your organization and your partnership or potential with AFHA.*

We are extremely grateful for your past and continued support for these efforts.

Sincerely, Signature with address

### TALKING POINTS

- The Appalachian Forest National Heritage Area designation will provide national recognition and significant new grant funding for the area.
- Appalachian Forest Heritage Area organization has a proven track record of over 15 years of successful activities and partnerships.
- This NHA designation would be transformative for our 18-county region in the highlands of West Virginia and western Maryland.
- NHAs have a proven record of fostering job creation and advancing economic, cultural, historic, natural and community development.
- The designation will help further the goals of conservation and stewardship of our forest and its heritage.
- NHAs use partnerships and grassroots efforts to make small investments pay huge dividends.
- Through innovative public-private partnerships, National Heritage Areas have effectively leveraged federal resources, attracting an average of \$5.50 of private funding for each dollar appropriated.
- In addition to creating jobs, NHAs generate valuable revenue for local efforts and sustain communities through revitalization and heritage tourism.
- I/We also support the National Heritage Areas program bill and robust funding to support NHAs.



PO Box 1206  
Elkins, WV 26241  
304-636-6182  
afha@appalachianforest.us  
appalachianforest.us