

Name:

AFT ID Number:

Supporter Since:

Your feedback is very important to us. Please indicate your answers to the following questions and return your survey in the postage-paid envelope provided. Thank you for your input and loyal support.

1 How likely is it that you would recommend American Farmland Trust to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10
not likely at all neutral extremely likely

2 Which programs are you most excited for AFT to expand in 2015?

- Ensuring land availability for new and beginning family farmers
- Empowering and informing women landowners on best conservation practices through AFT's Conservation Learning Circles
- Building a greater understanding of the emerging threats to U.S. farm and ranch land and what can be done to reverse dangerous trends
- Encouraging family farmers to implement conservation practices that improve soil health, protect clean drinking water and safeguard critical wildlife habitat
- Ensuring food security through community-based planning where access to fresh, healthy food is difficult

3 AFT was instrumental in the shaping and passage of the 2014 Farm Bill last year. Which provisions are you most pleased about?

- Improving access to fresh food through expanded funding for regional food systems and local farmers markets
- Permanently protecting more farm and ranch land by reauthorizing \$2 billion for conservation easements
- Requiring producers to meet minimum conservation compliance provisions to receive federal crop insurance premium assistance
- Ensuring the next generation of farmers by increasing assistance and training for new and beginning farmers
- Targeting conservation resources for greater impact at the local level with a new conservation program
- Other: _____

4 In celebration of AFT's 35th anniversary, we are encouraging donors to join the *Farmland Forever Society* by naming American Farmland Trust in their will. Would you be interested in leaving a legacy gift to AFT?

- Yes
- No
- AFT is already in my estate plans

5 What motivates you to donate to American Farmland Trust?

(over, please)

6 **What do you think is the most urgent challenge facing America's family farmers and ranchers in 2015?**

- Continued drought as a result of climate change
- Severe cutbacks in state funding, impacting farmers directly
- Aging farmers' inability to find family members to keep their land in farming
- Growing pressure to sell farmland to developers with the recent comeback in the housing market
- The need for estate tax reform
- Other: _____

7 **Would you be willing to:**

- Meet with AFT's president or another representative?
- Attend a local event sponsored by American Farmland Trust?
- Attend a virtual or phone conference for an update on our programs?
- Attend a special event celebrating AFT's 35th anniversary?

8 **If you were going to describe American Farmland Trust's work to a friend, what three words would you use?**

9 **Do you have any questions or comments you'd like to offer?**

10 **Here are a few additional opportunities that maximize your giving to AFT:**

A. You may be eligible for an employer matching gift opportunity! Please fill out the information below, and we will verify if your employer matches employee giving.

Employer name: _____

Employer address: _____

B. Stay connected with AFT! Please provide your email address below so AFT can send you invitations to special events in your area.

Email: _____

C. Tell us your story! May we use your comment or story, or a portion of it, in our outreach materials or on AFT's website?

- Yes No

Thank you for sending this annual report detailing your recent progress, along with this request for my feedback. I am moved by all you have accomplished and would like to increase my support for American Farmland Trust and its mission with a special contribution of \$_____.



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