EMAIL 1 – Drop date April 22

Subject line: Take Flight with the McGuire Center this Earth Day!

[Name],

Did you know that the McGuire Center for Lepidoptera & Biodiversity at the Florida Museum is the largest collections-based butterfly and moth research and education center in the world? As a global hub for Lepidoptera, the McGuire Center cultivates new methods that employ the latest technologies to explore pressing research questions, provides hands-on education opportunities, and leads groundbreaking conservation efforts. Make a gift to the Florida Museum’s Monarch Society today and fund programs and experiences that will inspire the next generation of butterfly enthusiasts!

**Make a gift this Earth Day and help us reach our goal of $5,000 by May 5!**

**[MAKE A GIFT BUTTON]**

Your gift will allow the McGuire Center to continue to share the wonder of butterflies and moths through public lectures, digital communications, exhibits and educational outreach programs. Help curiosity and inspiration take flight when you make a gift today!

With gratitude,

Dr. Akito Kawahara

Director, Curator, and Professor

McGuire Center for Lepidoptera and Biodiversity

Florida Museum of Natural History