

[Lake Association Name]

[Address]

[City, State, Zip Code]

[Phone Number]

[Email Address]

[Date]

Dear [Community Member],

We hope this message finds you well and enjoying the beauty and serenity of our shared lake. In Minnesota, our lake heritage is an integral part of who we are. From recreational activities to supporting diverse ecosystems, our lakes are vital to both our way of life and the economy. Lake Associations are key to protecting this invaluable resource. One of the ways we do that is through the Lake Steward program!

Why Participate in the [Lake Steward Program](#)?

You may have noticed the aesthetic trend to manicure lakefront properties into the golf course lawns of the suburbs. Many people don't know that this practice increases runoff and pollution into the lake, leading to increased algae blooms and shoreline erosion. The deep roots of native plants filter rainwater into the ground and hold on to soil, greatly reducing both of these negative effects. These native plants also provide essential habitat for butterflies, songbirds, and loons!

If you're a member of [\[Lake Association Name\]](#), you're automatically qualified to participate in Lake Steward, a program that awards property owners who are taking the necessary steps- like maintaining a shoreline buffer- to manage their shoreline for water quality. After a voluntary site visit by a Lake Association volunteer, owners can earn a Lake Steward sign to display on their property. This sign is a badge of honor for the property owner, as well as an indicator to passersby that there is a connection between actions on land and quality of the lake. Over time, by displaying your sign, you will be helping to create a shift in social norms towards what is considered a "beautiful" shoreline- one that benefits the lake.

Why Support [Minnesota Lakes & Rivers](#)?

The need is clear. Water quality is declining around the state, with 56% of Minnesota's surface waters now listed as impaired by the Minnesota Pollution Control Agency. Degradation on our lakes comes from a variety of different point and non point sources, and passes through the jurisdiction of many siloed agencies from the time it falls as rain to the time it ends up in your lake. The management of this vital natural resource is fragmented, leading to inefficient actions that do not create lasting,

equitable impact.

The resources to successfully protect Minnesota's waters are there; funding, scientific knowledge, and manpower, but why are our lakes still suffering? How do we organize and leverage these existing resources to successfully tackle complex issues?

There are 500 Lake Associations like ours in the state, each with an average of 200 members each. A base of 100,000 informed, aligned water advocates would have the capacity to turn the tide against highly organized, highly funded, special interest groups harming water quality at the Minnesota legislature.

By becoming a member of [Lake Association Name], you are not only supporting the efforts of our local community but also contributing to the larger cause of preserving Minnesota's invaluable lake resources at the state level. Minnesota Lakes & Rivers works to advocate for policies that address the fragmented management of our lakes and rivers. By supporting us, you're helping to ensure that water resources across the state are managed in a coordinated, thoughtful, and sustainable manner.

Join Us Today

The challenges facing Minnesota's lakes require a united effort — one that blends local action with statewide advocacy. When you join the [Lake Association Name] and support Minnesota Lakes & Rivers, you are part of a crucial infrastructure needed to combat the fragmented management of water resources and protect our lakes for the future.

For more information on how to become a member or participate in the Lake Steward Program, please contact us at [Phone Number] or [Email Address]. Together, we can ensure that Minnesota's lakes remain a treasured resource for all.

Thank you for your commitment to preserving the natural beauty and health of our lakes.

Sincerely,

[Your Name]

[Title]

[Lake Association Name]