



# Fancy Emails with *Water Words That Work*

Like Tweet +1

[Click to view this email in a browser.](#)

Thank You for attending the  
**10th annual  
Land & Water  
Conservation Summit**  
*with the*

March 8, 2013

**RHODE ISLAND  
LAND AND WATER PARTNERSHIP**

We hope you find the day informative and entertaining!



[LandAndWaterPartnership.org](http://LandAndWaterPartnership.org)

to: (815) 1 NAML (Valued Customer),

Using a personalized greeting for your email is another great way to continue building a relationship with your neighbors. Depending on your industry, you may even want to use your recipient's first name.

You may also want to include a few lines of introductory text to set the stage for your email. Consider the tone of voice you want to use for your email and your business as a whole. Obviously if you're running a hardware shop you're going to approach your customers a little differently than if you are a florist.

Offer your customer a reward, copy to scan bits of content here.




NARRAGANSETT BAY  
ESTUARY PROGRAM



RHODE ISLAND  
LAND AND WATER  
PARTNERSHIP



R.I.A.W.P.



Neighbors for Clean Water  
*Our Rivers. Our Responsibility.*

Dear {FIRST\_NAME|Neighbor},

Does your home have a septic system? Are you putting off maintenance of your system because of the cost of pumping or repairs?

If you answered yes to those questions, then maybe we can help. And if someone you know would answer yes to these questions, maybe we can help them, too.

Under the [Neighbors for Clean Water initiative](#), the Town of Bluffton has received grant funds that we can use to inspect, maintain, or repair your septic system.

If you have a septic system, the regular inspection and maintenance is one of your responsibilities. Clogged or leaking septic systems can foul your yard with disease-causing germs. Clogged or leaking septic systems are one source of the fecal coliform bacteria that cause health warnings and water closures along the May River.

Lesley Lambert  
Digital Communications Manager  
[Lesley@nbep.org](mailto:Lesley@nbep.org)  
(401) 874-6482  
[www.nbep.org](http://www.nbep.org)

# Water Words that Work

<http://www.waterwordsthatwork.com>

- Emails
- Social Media
- Events
- Postcards
- Surveys
- Contact Lists
- Tools
  - Calendar
  - Library





# Sign up (free 30 day trial!)

The screenshot shows a web browser window displaying the VerticalResponse website. The browser's address bar shows the URL: [https://waterwords.vresp.com/asp/login/?cobrand\\_code=waterwords](https://waterwords.vresp.com/asp/login/?cobrand_code=waterwords). The page header includes the VerticalResponse logo and a 'Message Blaster' icon. A login box at the top right contains fields for 'Email Address' and 'Password', with a 'Log In' button. The main content area is titled 'Welcome to Water Words That Work, LLC' and features a section 'Grow Your Business With Email Marketing'. This section lists several benefits: 'Flexible Pay-As-You-Go Pricing - No Contracts', 'Award winning 7 Days-a-Week Support', '500+ Professional Email Templates', 'Industry Leading 98%+ Inbox Delivery', and 'The Easiest Way to Start Email Marketing!'. Below this list is a testimonial from Sara McNamara, a PhD Candidate, who states: 'Since we started email marketing, it's helped us grow our business by 30%'. To the right of the testimonial is a photo of Sara McNamara. Below the testimonial are two icons: 'Hundreds of Pre-built Templates' and 'Real-time Reporting of Opens & Clicks'. On the right side of the page is a 'Start Your Risk Free Trial Now!' form. The form includes fields for 'Email Address\*', 'Password\*', 'Verify Password\*', 'First Name\*', 'Last Name\*', 'Company Name\*', 'Phone Number\*' (with separate fields for area code, number, and extension), and a 'Word Verification' field with a CAPTCHA image showing the word 'rubes'. A 'Start My Free Trial' button is located at the bottom of the form. Below the button, it says 'By clicking this button, you agree to all [Policies & Terms](#)'. The footer of the page includes a 'Need help?' link and the copyright notice '© 2001-2013 VerticalResponse, Inc.'.



# Account

VerticalResponse self-service direct marketing | Message Blaster  
Narragansett Bay Estuary Program  
0 Available Survey Responses | 100 Email Credits | Buy Now

Home | Emails | Social | Events | Postcards | Surveys | Lists | Tools | Account | Help

Profile | Account Activity | Subscriptions | Credit Cards | Analytics | Invite Friends | Social Sharing

**Profile**  
Account > Edit Profile

Profile information updated successfully!

**Contact Information**

Please provide your contact information below. The address information will be used as the default postal address when creating new campaigns. \* = Required

\* First Name:

\* Last Name:

Position:

\* Address 1:

Address 2:

\* City:

\* Country:

\* State/Region:

\* Postal Code:

\* Phone:

\* Time Zone:

**Log In Information**

\* = Required

\* Email Address:

Your current password is hidden for security. To change your password, enter a new one below. Otherwise, leave the password fields blank.

Password:

New passwords must be at least 8 characters and must contain a combination of letters and numbers.


Confirm Password:

**Account Settings**

\* = Required

\* Support Email:

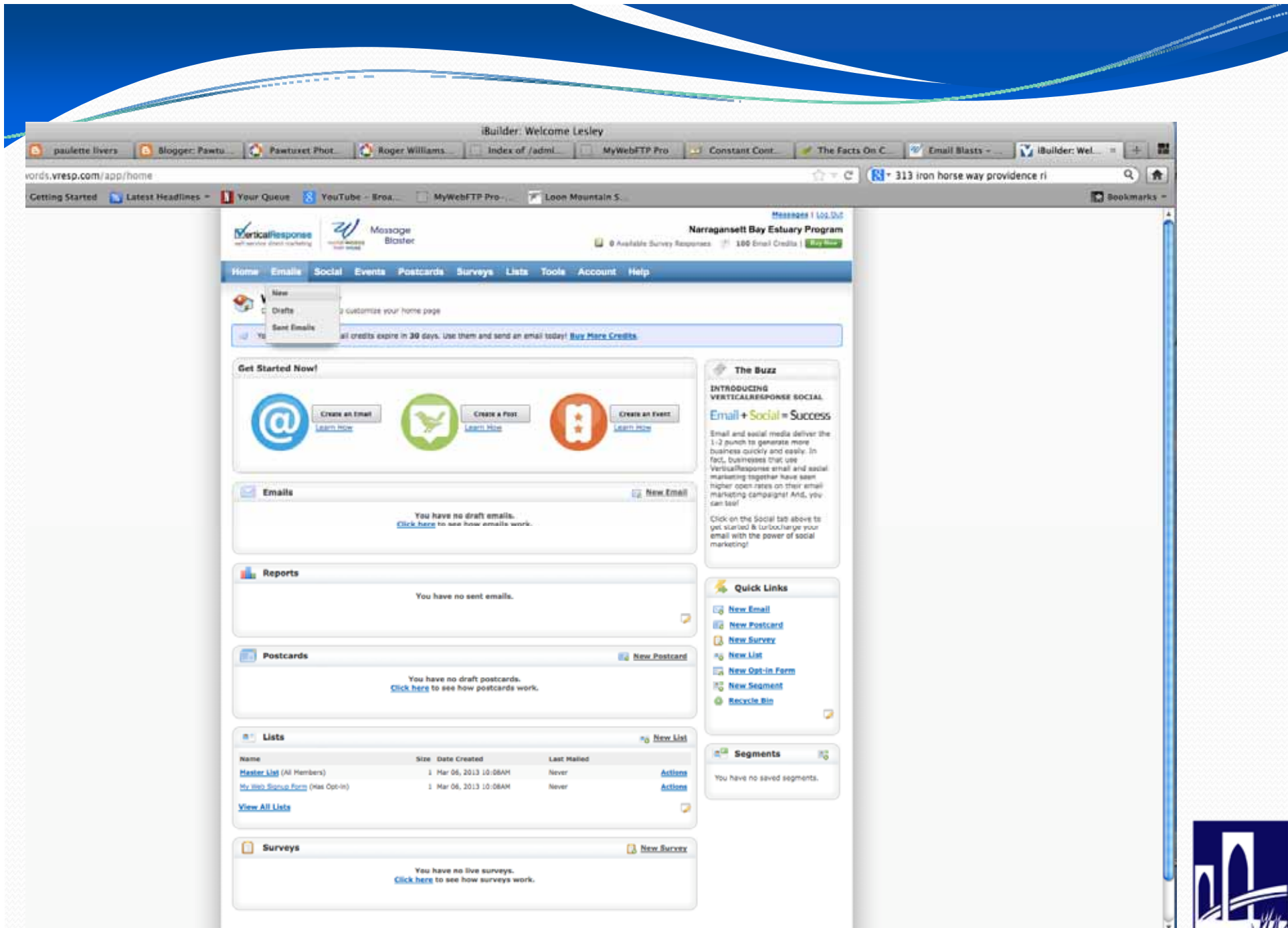
Our system handles all incoming replies for your email campaigns in order to process unsubscribe requests immediately. We then redirect all remaining replies to the email address shown above. Note: You can also designate a specific email address to handle replies on a per-campaign basis at the time of launch.

Company Logo: 

Company Profile

- Organization Info
- Logo
- Website
- Password
- Contact
- Company Profile








# Emails

Home **Emails** Social Events Postcards Surveys Lists Tools Account Help

 **Workshop Email**  
New Email

1. Set Up 2. Design 3. Preview 4. Recipients 5. Send [Next >](#)

### Get Started


Begin by typing a **Name** for your new email.

Email Name:   
For your reference only, not visible to your recipients.

### Email Settings

Type your email's **From Label** and **Subject Line** as they will appear in your recipient's inbox.

From Label:

Subject Line:   [Tip](#)  
47 Characters (DH) - We recommend concise subject lines of less than 40 - 50 characters.

In order to be compliant with anti-spam laws, your email must include an option to **Unsubscribe** and a valid **Postal Address**.

Unsubscribe Info:   
[Unsubscribe](#)  
[Change](#)


Postal Address:   
[Change](#)


Reply-to Email:   
All replies will be sent to this email address.

[Cancel](#) [Next >](#)



# Emails



 self-service direct marketing

 WATER WORDS THAT WORK


Message Blaster

[Messages](#) | [Log Out](#)

**Narragansett Bay Estuary Program**


 0 Available Survey Responses  100 Email Credits | [Buy Now](#)

[Home](#) [Emails](#) [Social](#) [Events](#) [Postcards](#) [Surveys](#) [Lists](#) [Tools](#) [Account](#) [Help](#)

 **Land & Water Summit**  
New Email


1. Set Up   2. Design   3. Preview   4. Recipients   5. Send   [« Back](#) [Next »](#)


Choose one of our email creation editors


 **Email Wizard** (Recommended)  
Email made easy for everyone

**Why use the Email Wizard?**

- **It's easy** - no technical expertise required!
- Create **emails in minutes** with drag and drop formatting
- **Customize** templates with your company colors and logo
- Get **tips** and **best practices** to guide you along the way

 **Email Canvas**  
Our WYSIWYG editor: build from scratch or use a template.

 **Freeform HTML**  
Got HTML? Just copy & paste your pre-built code.

 **Text Only**  
Create a basic email without pictures or logos.

[Cancel](#)   [« Back](#)   [Next »](#)

[Need help?](#)

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# Email Wizard



[Messages](#) | [Log Out](#)

**Narragansett Bay Estuary Program**

0 Available Survey Responses 100 Email Credits | [Buy Now](#)

[Home](#) | [Emails](#) | [Social](#) | [Events](#) | [Postcards](#) | [Surveys](#) | [Lists](#) | [Tools](#) | [Account](#) | [Help](#)

**Workshop Email**  
Wizard Email

1. Set Up | 2. Design | 3. Preview | 4. Recipients | 5. Send

[« Back](#) [Next »](#)

## Select a Template

Find a template that's best for you, then click "Select Template".



### Email Design Tips

[Previous Tip](#) | [Next Tip](#)

Choose a template from the Select Template option below. [\[+\]](#)

Select Template ▾ Overall Style ▾ Email Options ▾

[Check Spelling](#)

Autosave: **Off** Not saved [Save](#)

### Choose a Category:

[New Templates](#)

[Social Media](#)

[Business](#)

[Retail](#)

[eCards](#)

Education

[Real Estate](#)

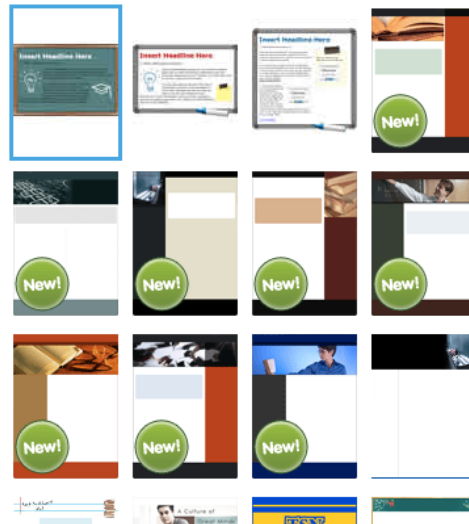
[Bar & Restaurant](#)

[Travel & Hospitality](#)

[Salon & Spa](#)

[Wine & Wine Retail](#)

Pages: [1](#) [2](#) [3](#)



### Preview Selected Template

#### Insert Headline Here

Hi [FIRST\_NAME] (Required Customer),

Using a personalized greeting for your emails is another great way to continue building a relationship with your recipients. Depending on your industry, you may even want to use your recipient's first name.

You may also want to include a few lines of introductory text here to set the stage for your email. Consider the tone of voice you want to use for your emails and your business as a whole. Obviously if you're running a business that you're going to approach your customers a little differently than if you are a teacher.

Select Template

Narragansett Bay Estuary





# Design

**Editing Modes**  
● Block Edit ● Live Edit

Insert... Font Size

November 12th, 2010

Insert Headline Text Here  
Insert sub heading text here

The content you include in each of your emails can help you build strong relationships with your subscribers. Here are a couple of techniques you can use in your email to connect with recipients:

- Personalize your messages with fields like first name, last name or company
- Share your knowledge or a fun fact about your company
- Give them exclusive email-only promotions or specials

Offering valuable information in your emails ensures that your subscribers look forward to regularly opening your emails.

[Link to my website](#)

Hi {FIRST\_NAME|Valued Customer},

Using a personalized greeting for your emails is another great way to continue building a relationship with your recipients. Depending on your industry, you may even want to use your recipients' first names.

You may also want to include a few lines of introductory text here to set the stage for your email. Consider the tone of voice you want to use for your emails and your business as a whole. Obviously if you're running a surfboard shop you're going to approach your customers a little differently than if you are a Realtor.

**Follow the 80-20 Rule**

Try sticking with a simple rule of thumb that says your email content should generally be no more than around 20% images and no less than around 80% text. Relying too heavily on images can mean much of your content will be initially invisible to recipients who have images turned off in their email. A very image heavy email can also be more likely to end up in a spam folder.

[Link to my website](#)

Offer your customers small, easy-to-scan bits of content here.

To change this image, **Click Here** and then click the  icon

To change this image, **Click Here** and then click the  icon

- Simple text editing
- Format text
- Insert images (gif & jpg)
- Arrange sections
- Insert social media
- Easy drag and drop content blocks
- Suggestions for keeping your message clear and simple



# Preview

**Workshop Email**  
Wizard Email

1. Set Up 2. Design 3. Preview 4. Recipients 5. Send [Back](#) [Next >](#)

**Preview and Test**

Before sending your email, look it over and send yourself a test.

**Email Testing Tips** [Previous Tip](#) | [Next Tip](#)  
Create a seed list to send a test email to yourself or associates. [↓]

\* **Preview Email:** Preview both versions of your email before sending. Click **Preview Text** to see your text version.

1. [Preview HTML](#) Done
2. [Preview Text](#) Done

**From:** Narragansett Bay Estuary Program [Open in New Window](#)  
**Subject:** Volunteer with Roger Williams Park Conservancy!

Click to view this email in a browser  
[http://hosted\\_vresp.com/1449977/160e91e7ec/TEST/TEST/](http://hosted_vresp.com/1449977/160e91e7ec/TEST/TEST/)

Insert Headline Here

Hi {FIRST\_NAME|Valued Customer},

Using a personalized greeting for your emails is another great way to continue building a relationship with your recipients. Depending on your industry, you may even want to use your recipients' first names.

You may also want to include a few lines of introductory text here to set the stage for your email. Consider the tone of voice you want to use for your emails and your business as a whole. Obviously if you're running a surfboard shop you're going to approach your customers a little differently than if you are a Realtor

---

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link:  
<http://cta.vresp.com/u7160e91e7ec/TEST/TEST>

---

This message was sent by Narragansett Bay Estuary Program using iBuilder

Narragansett Bay Estuary Program

\* **Send a Test:** Send a pre-launch test email to yourself or a coworker using one of the list options below.

**Which type of list would you like to use?**

Simple Lists [Send to a list of just email addresses \(no merge fields\).](#)

Mailing Lists [Send to an existing mailing list. Test with standard and custom merge fields.](#)

- Preview in HTML  
(what readers will see on a computer)
- Preview Text Only  
(what readers see on a smart phone, without images enabled)

Mailing lists:

- Simple (no merge fields)
- Mailing list (custom merge fields)

Send test email first!





# Send!

VerticalResponse self-service direct marketing | Message Bloster | WATER WORDS THAT WORK

Narragansett Bay Estuary Program

0 Available Survey Responses | 100 Email Credits | Buy Now

Home | Emails | Social | Events | Postcards | Surveys | Lists | Tools | Account | Help

Workshop Email  
Wizard Email

1. Set Up | 2. Design | 3. Preview | 4. Recipients | 5. Send | < Back | Save | Send Email

Ready, Set, Send  
After you've completed the steps, schedule your email. Then click **Send Email**.

Tips for Launching Emails  
Want to track your email recipients' actions at your website? [+]

Send Date: **As Soon as Possible** | Change

Social Sharing:  Twitter — [Link Account](#) |  Facebook Profile & Pages — [Link Account](#) | [Help](#)

Google Analytics: Did you know you can track clicks with Google Analytics?  
To set it up, go to the [Analytics Settings](#) page under "Account".  
For more information about tracking your email with Google Analytics, [click here](#).

Recipient Summary: Your original list had **1** list member. [View Lists](#)

This email will be sent to **1** list member.

Payment Summary: You have **100** email credits to use.  
After sending this email, you will have **99** email credits left.

Cancel | < Back | Save | Send Email

What happens next?  
Our support staff review all emails to ensure compliance with anti-spam laws.  
Once approved, your email will be sent as soon as possible, usually within two hours.  
If you want to schedule your email to send at a later time, change the **Send Date**.

- Set up a time to send
- Incorporate social media
- Track your success
- Always know how much is in your account





# From the Home Page

The screenshot shows a user dashboard with a navigation bar at the top containing: Home, Emails, Social, Events, Postcards, Surveys, Lists, Tools, Account, Help.

**Welcome Lesley**  
Drag and drop below to customize your home page

Your complimentary email credits expire in **29** days. Use them and send an email today! [Buy More Credits.](#)

**Get Started Now!**

- Create an Email** [Learn How](#)
- Create a Post** [Learn How](#)
- Create an Event** [Learn How](#)

**Emails** [New Email](#)

Name	Type	Last Modified	Actions
<a href="#">Workshop Email</a>	Wizard	Mar 06, 2013 11:22PM	<a href="#">Actions</a>
<a href="#">Lead &amp; Water Summit</a>	Wizard	Mar 06, 2013 10:25PM	<a href="#">Actions</a>

[View All Emails](#)

**Reports**

You have no sent emails.

**Postcards** [New Postcard](#)

You have no draft postcards.  
[Click here](#) to see how postcards work.

**Lists** [New List](#)

Name	Size	Date Created	Last Mailed	Actions
<a href="#">Master List (All Members)</a>	1	Mar 06, 2013 1:08PM	Never	<a href="#">Actions</a>
<a href="#">My Web Sign-up Form (Has Opt-in)</a>	1	Mar 06, 2013 1:08PM	Never	<a href="#">Actions</a>

[View All Lists](#)

**Surveys** [New Survey](#)

You have no live surveys.  
[Click here](#) to see how surveys work.

**The Buzz**

**INTRODUCING VERTICALRESPONSE SOCIAL**  
**Email + Social = Success**

Email and social media deliver the 1-2 punch to generate more business quickly and easily. In fact, businesses that use VerticalResponse email and social marketing together have seen higher open rates on their email marketing campaigns! And, you can too!

Click on the Social tab above to get started & turbocharge your email with the power of social marketing!

**Quick Links**

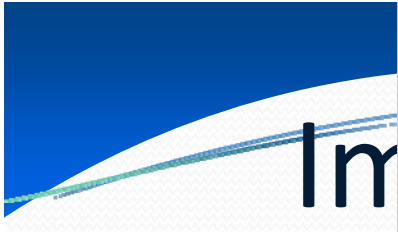
- [New Email](#)
- [New Postcard](#)
- [New Survey](#)
- [New List](#)
- [New Opt-in Form](#)
- [New Segment](#)
- [Recycle Bin](#)

**Segments**

You have no saved segments.

- Emails
- Tweets
- Events
- Postcards
- Surveys
- Contact Lists
- Statistics Reports





### RWP Volunteers

Map uploaded list fields to standard or custom fields

[Upload File](#) | **Map Fields** | [Results](#)

We found **16** records and **5** fields in your uploaded list.

1

#### Map File Fields to List Fields

[Help](#)

Some fields in your file have been mapped to existing list fields. Fields that did not match can still be loaded as custom fields.

Examples from file	Map to Field
1. Lynne, Jessica, Wenley, Russ, Tory, Alisson, Sue, Briar →	First Name
2. Harrington, Blackledge, Ferguson, Conway, McCagy, W →	Last Name
3. lynneharri@hotmail.com, info@easternconservation.i →	Email Address
4. Cooperation, egg oiling, fair-entertainment, outreach, →	New custom field... Interest
5. 874-9524 →	New custom field... Type: Medium Text (125 max)

2

#### Set Import Rules

[Help](#)

In the event that the list you are loading contains records already in the system, please select your preferred import rules below:

- Preserve older data - if a match is found reject the newer records
- Import newer data - if a match is found overwrite the older records
  - If the new record contains empty fields, then overwrite
  - If the new record contains an incomplete postal address

- New custom field...
- Do Not Import --
- Email Address
- First Name
- Last Name
- Title
- Company Name
- Address 1
- Address 2
- City
- State
- Postalcode
- Country
- Work Phone
- Home Phone
- Mobile Phone
- Fax
- Marital Status
- Gender

[Cancel](#)

[« Back](#)

[Next »](#)

### New List

Name your new list and decide how to add members

**1. Name It** | 2. Add Members

\* List Name:

Description:

\* Add List Members:

- Create a new list
- Create a new list and add members
- Create a new list from an existing list

[Build a new list](#)

[Cancel](#)

[Need help?](#)

**RWP Volunteers**

View and manage your list members

List Members

Properties

Tools

New List Member

Append File

Search for:

Email Address

Starts with

**Search**

[Clear Search](#) | [Advanced](#)

As of Mar 06, 2013 11:56PM, this list has:

16 members

[Help](#)

16 email addresses

Displaying 1 through 16

Results per page: 25

<input type="checkbox"/>	Email Address	First Name	Last Name	Created Date	Record Status	
<input type="checkbox"/>	<a href="mailto:zlywan1@verizon.net">zlywan1@verizon.net</a>	Zeldy	Lywan	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:wferguson@savebay.org">wferguson@savebay.org</a>	Wenley	Ferguson	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:tory@bluesbone.com">tory@bluesbone.com</a>	Tory	McCagy	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:smf123@aol.com">smf123@aol.com</a>	Susan	Feeley	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:skorte@providentialgardener.com">skorte@providentialgardener.com</a>	Sue	Korte	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:russel.conway@bcbsri.org">russel.conway@bcbsri.org</a>	Russ	Conway	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:nancydaycook@yahoo.com">nancydaycook@yahoo.com</a>	Nancy & Merrick	Cook	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:mbsb@hotmail.com">mbsb@hotmail.com</a>	Michelle	Sheehan	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:marsha888@gmail.com">marsha888@gmail.com</a>	Marsha	Jorgensen	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:machiap@gmail.com">machiap@gmail.com</a>	Marcia	Pena	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:m.sweberg@musnathist.com">m.sweberg@musnathist.com</a>	Mark	Sweberg	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:lynneharri@hotmail.com">lynneharri@hotmail.com</a>	Lynne	Harrington	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:info@easternriconservation.org">info@easternriconservation.org</a>	Jessica	Blackledge	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:fresh41@cox.net">fresh41@cox.net</a>	Karen	Marcotte	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:btvoid@gmail.com">btvoid@gmail.com</a>	Brian	Gallagher	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>
<input type="checkbox"/>	<a href="mailto:alissonbw@gmail.com">alissonbw@gmail.com</a>	Alisson	Walsh	Mar 06, 2013 11:52PM EST	Mailable	<a href="#">Actions</a>

[View Details](#)

[Edit Member](#)

[Edit Lists](#)

[Edit Comments](#)

[Delete](#)

[Unsubscribe](#)

[Help](#)

16

0

0

17

17

**Append a New File**

**Submit**

Select action...





**Purchase**

Choose email pricing

- 1. Emails
- 2. Social
- 3. Surveys
- 4. Ch...

We offer monthly subscriptions and pay-as-you-go p

**Pay As You Go**

Buy pre-paid credits whenever you need to send an en

How many credits would you like to buy?

Number of Email Credits	Cost per Email
1-1,000	\$0.0150
1,001-2,500	\$0.0130
2,501-25,000	\$0.0120
25,001-50,000	\$0.0100
50,001-100,000	\$0.0085
100,001-500,000	\$0.0075

[Email us](#) to purchase more than 500,000 credits

# of Credits:

[I have a promotion code](#)

Note: You can switch **once** between Pay As You Go a

**\$9**  
per month

**GET 50% OFF SOCIAL WHEN**  
Add VerticalResponse Social to you  
You'll only pay \$9 for VR Social.

VerticalResponse Social takes the g



- Create, schedule and publis
- FREE suggested content for
- Customizable content calen
- See and manage all the rep

Constant Contact Pricing

Billing Information for NBEP (user name: adminnbep)

All pricing is in USD. Prices shown do not reflect tax which may be applicable in certain areas.

Email

Tier	Contacts*	Monthly (Approx. 1 Months)	Prepay for 20% Off (Approx. 6 Months)	Prepay for 30% Off (Approx. 12 Months)
1	0 - 500	\$15.00	\$72.00	\$126.00
2	501 - 2,500	\$30.00	\$144.00	\$252.00
3	2,501 - 5,000	\$50.00	\$240.00	\$420.00
4	5,001 - 10,000	\$75.00	\$360.00	\$630.00
5	10,001 - 25,000	\$150.00	\$720.00	\$1,260.00
6	25,001 - 50,000	\$250.00	\$1,200.00	\$2,100.00

\* Lists under 50,000 contacts enjoy the benefit of unlimited emails.  
For lists greater than 350,000 contacts, please call 1-866-876-8464 for special pricing.

EventSpot

Tier	Published Events	Monthly (Approx. 1 Months)	Prepay for 20% Off (Approx. 6 Months)	Prepay for 30% Off (Approx. 12 Months)
1	0 - 1	\$20.00	\$96.00	\$168.00
2	2 - 5	\$25.00	\$120.00	\$210.00
3	6 - 10	\$45.00	\$216.00	\$378.00
4	11 - 20	\$65.00	\$312.00	\$546.00
5	21 - 30	\$85.00	\$408.00	\$714.00
6	31 - 40	\$100.00	\$480.00	\$840.00
7	41+	\$150.00	\$720.00	\$1,260.00



Thank you

*Lesley Lambert*  
[lesley@nbep.org](mailto:lesley@nbep.org)  
(401) 874-6482

**Narragansett Bay Estuary Program**  
[www.nbep.org](http://www.nbep.org)