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**From:** Christie Fogarty [info@heritage.org]  
**Sent:** 8/11/2017 3:04:53 PM  
**To:** Wagner, Kenneth [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=048236ab99bc4d5ea16c139b1b67719c-Wagner, Ken]  
**Subject:** Necessary and urgent

Kenneth,

I hope you are doing well and can spare a few minutes to read my email. It's urgent.

I know you'd agree with me that it's critical we bring back sound conservative principles in America. We've drifted so far from being the strong, secure, respected country that we once were, it's no wonder that Trump's promises to "make America great again" resonate so forcefully with Americans.

**The return to conservative principles is not only necessary—it's urgent.** Members of our Board of Trustees understands this and are taking action to bring it about.

They've pledged an incredible amount—\$1 million—of their own money as a matching challenge because they believe so strongly in the work that Heritage is doing but this matching opportunity ends soon.

**You have until August 15 to have every dollar you give to The Heritage Foundation matched >>**

The amount of this challenge is unprecedented, and is a testament to just how strongly members of the Board feel about effecting change, and just how desperately our nation needs it.

Please **give a generous gift today** so that we can take full advantage of the \$1 million pledge. If we don't meet the full amount of the challenge, we lose out on the matching funds offered by the Board.

You can make your donation securely here: <https://secured.heritage.org/boardchallenge>

Thanks so much for your support.

Sincerely,

Christie Fogarty  
Director of Membership  
The Heritage Foundation



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