



Civil War Preservation Trust

Saving America's Endangered Civil War Battlefields

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President

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Dear Friend and Fellow Battlefield Preservationist,

I have two items of unprecedented news to report to you today:

First, thanks to several key champions of battlefield preservation in the Commonwealth of Virginia – on both sides of the political aisle – CWPT has been successful in securing a \$5 million matching-grant appropriation to help save hallowed ground in the Old Dominion!

Let me say that once again: there is now \$5 million in matching money from Virginia to help save Civil War battlefields!

This level of financial support to our cause is unparalleled for a state government, and is all the more remarkable (I'm sure you will agree) given the current difficulties facing the economy.

But these visionary leaders in Virginia – Governor Timothy Kaine, House Speaker William Howell, State Senator Edd Houck and Director of the Virginia Department of Historic Resources Kathleen Kilpatrick – all agree with CWPT that, with the Sesquicentennial of the Civil War on the near horizon, it is time for bold and dramatic action to save one of their state's (as well as the nation's) greatest resources – historic, irreplaceable Civil War battlefields.

As wonderful as this is, the second piece of news I have to report makes it even better – because CWPT now has a contract on one additional 26-acre tract on Fleetwood Hill at the Brandy Station Battlefield that is immediately adjacent to the 23-acre parcel CWPT saved earlier this year . . .

. . . and we will be able to put a significant amount of this new Virginia matching-fund money into this transaction immediately!

These state funds will be awarded on a \$1-for-\$2 basis, meaning that groups like CWPT can apply to get \$1 for every \$2 we raise for battlefields throughout the state.

Essentially, this means that for the foreseeable future, every \$1 you give to save eligible hallowed ground in Virginia will be augmented by an additional 50 percent from this special fund. Or, looking at the bigger picture, the next \$10 million raised for Virginia battlefields will save \$15 million worth of hallowed ground.

But the news gets even better, because in many cases – like this 26-acre tract at Brandy Station, noted in yellow on your official battle map – we can count any federal matching funds that we can bring to the table as part of CWPT's portion of the match to get the state money, multiplying your donation dollar even further!

Let me say for the record this does not mean that CWPT will be focusing exclusively

Membership Center: 11 Public Square Suite 200 Hagerstown, MD 21740 1-888-606-1400
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in Virginia from now on; CWPT is a national battlefield preservation organization, and will continue to fight on your behalf to save threatened land wherever it may be. If anything, this \$5 million for Virginia just makes our job in that rapidly developing state a little easier, and may allow us to redirect some scarce resources to other states.

Here is how the numbers break down for this most recent transaction to save an additional 26 acres on Fleetwood Hill at Brandy Station:

\$785,400	Total Purchase Price (about \$30,200 per acre . . . ouch!)
- \$395,700	Federal Matching Grant
- \$261,500	State Matching Grant
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\$128,200	Total Amount Needed to Raise from CWPT Members (about \$4,930 per acre . . . much better!)

That math works out to a fantastic \$6-to-\$1 multiplication of your donation dollar to save some of the most historic unprotected Civil War battlefield land in the nation.

Also, in both instances of the grants above, CWPT worked very hard behind the scenes to educate lawmakers about the crucial importance of battlefield preservation, so in a very real sense, your past support of CWPT is responsible for those grants even being in existence!

Or, looked at in another way . . . as a taxpayer, you're matching your own money to save America's crucial hallowed ground!

I reiterate from my letter of April of this year, that this land at Fleetwood Hill is the most fought upon, marched upon and camped upon piece of ground in American history. Indeed, throughout four years of war this "famous plateau" (as Major Heros von Borcke termed it) fronting the Rappahannock proved to be the most significant topographical feature in Virginia's Piedmont.

Jeb Stuart used the hill so often as a command post that he simply referred to the ridge in written orders as the "Fleetwood Front."

In fact, Stuart's personal preference for naming America's largest cavalry battle was not the "Battle of Brandy Station." In his official report, dated June 13, 1863, he called it the "Battle of Fleetwood." In a letter to his wife on June 12, he called it the "Battle of Fleetwood Heights."

Also recognizing Fleetwood's importance, Gen. George Meade established his headquarters atop the ridge during the Army of the Potomac's winter encampment in 1863-1864.

At Brandy Station, in fourteen hours of combat, Major General J.E.B. Stuart's Confederate troopers lost about 500 killed and wounded, while the Federals, under the command of Brigadier General Alfred Pleasonton lost about 900.

In his 1876 book "A Life of General Lee," John Esten Cooke devotes a chapter – not to the "Battle of Brandy Station" – but to "The Cavalry-Fight at Fleetwood."

But no matter what we call it . . . this is hallowed ground of the highest order, and a \$6-to-\$1 match of land that increases our "critical mass" of preserved land on Fleetwood Hill makes this must-have ground, in my eyes, and I hope you agree.

I also hope you agree that CWPT is more effective and efficient than any other non-profit organization you have ever supported. I'll let you in on an important part of my "management style," and that is that no matter what we do as an organization, we've always got to try to do it better, cheaper and more efficiently.

To that end, I hope that you will seriously consider NOT SENDING YOUR CHECK in reply to my

appeal for help at Brandy Station today.

No, I have not lost my mind. Please let me explain . . .

Here at CWPT, to serve you better, we are taking tremendous strides forward in improving our website, making it your go-to place on the Internet not only for battlefield preservation information but also for exciting and informative content about the entire Civil War (or War Between the States, if that is your preference).

We are in the process of completely redesigning our website to make it easier to use, and to give you, as a CWPT Member, a great experience every time you visit. (I encourage you to visit the website now at www.civilwar.org, and I will keep you updated on our progress. The full redesign is due to launch this fall.)

But there are also hard-nosed business reasons for improving our website, too. By making it far easier than ever for stalwarts like you to donate to appeals or to renew your annual membership on-line, as well as enhancing our new-member recruitment efforts in a cost-efficient way, CWPT will save tens of thousands of dollars every year – maybe even more – allowing us to plow those funds back into our land preservation mission.

Before long, you will be able to tell me how you would prefer CWPT to communicate with you . . . if you still like getting a letter from me in the mail, then I will do that. If, however, you would prefer to save CWPT the cost of paper, printing and postage, and would like to receive notification of our battlefield transactions via e-mail, then we will do that.

As CWPT uses exciting 21st Century technology to save threatened 19th Century Civil War battlefields, this is just one more way we can effectively stretch your donation dollar even further.

So today, in reply to this \$6-to-\$1 appeal to help save a crucial part of the Brandy Station battlefield, I encourage you to go to our special Brandy Station / Fleetwood Hill “Web-Appeal” page at:

www.civilwar.org/FleetwoodHill08

Once there, you’ll be able to read a copy of my letter to you . . . you’ll be able to view the same maps that I have mailed to you today, and even print them out . . . plus, there is more in-depth historical information so you can learn about the battle, links to other resources, photos, flags and much more.

And, not to put too fine a point on it, more than anything else, I hope you will click on the big red “DONATE” button you see there, and make your secure on-line gift to help save this hallowed ground.

By making your gift on-line, it saves you the time and hassle of writing a check, and it saves you the 42 cents for a stamp . . . your gift is acknowledged darn-near immediately via a return e-mail, saving CWPT those additional paper and postage charges as well! (Please be sure to print out the thank-you e-mail letter from me as your receipt for tax purposes.) Of course, if you still prefer to mail your generous contribution, please, PLEASE do so and accept my heartfelt thanks for your generosity. I am tremendously grateful for your wonderful dedication whether it comes in the form of a paper check in the mail or as electrons flying across the Internet!

As I mentioned before, with the state and federal matching grants in place, you and I can save this land on Fleetwood Hill at Brandy Station for \$4,930 per acre, or only about 11 cents per square foot!

This means your gift of \$2,200 will save 20,000 square feet, \$1,100 saves 10,000 sq. ft., \$550 saves

5,000 sq. ft., \$275 saves 2,500 sq. ft., \$110 saves 1,000 sq. ft., \$55 saves 500 sq. ft. and \$25 saves 227 square feet! (Remember, any gift over \$25 earns you a CWPT “Fleetwood Hill ’08” campaign bar lapel pin.)

In the end, of course, all of the website improvements are not about CWPT . . . they are about you, and how I can make it more fulfilling for you to save this hallowed ground that means so much to you.

CWPT is on the front lines, fighting on your behalf. My staff and I put together the transactions . . . we beat back the developers . . . we line up the matching funds . . . and then, I put the future of these sacred battlefields into your hands.

You are the one with the ultimate power and to you goes all the credit for saving these historic treasures, because if you were not so willing to share a portion of your success in this life, I would be powerless to prevent their destruction.

Together, you and your fellow CWPT members have created something special, an American heritage land preservation organization unlike any this country has ever seen, and hopefully we will continue to get better at our mission of saving America’s threatened Civil War battlefields.

So today, I ask you to please consider making your most generous gift possible – given your personal economic realities at the moment – either in the traditional way by returning your personal check in the mail, or by using CWPT’s improved technology and donating quickly and easily via our secure website at www.civilwar.org/FleetwoodHill08. The choice is yours.

I also hope that you will join me in another crucial duty, and this is to say “Thank you!” to the visionary leaders in Virginia’s government who did so much to provide \$5 million for Civil War battlefield preservation.

If you are mailing back your donation today, please sign your name on the Letter of Appreciation I have taken the liberty of drafting for you (please feel free to add a personal P.S.). If you are donating via the web, you may also sign the electronic version of the Letter of Appreciation by following the link on the Brandy Station / Fleetwood Hill “Web-Appeal” page.

Saying thank you to these state leaders is not only the right thing to do, it is the smart thing to do, as we intend to go back to ask for more as soon as we have the current \$5 million obligated!

And let me close by quickly saying “Thanks!” to you . . . for all you have done and continue to do to save America’s Civil War battlefields. You are making an enormous difference!

Fighting to save our history,



Jim Lighthizer

President

P.S. Did I mention that we’re upgrading our website? Visit www.civilwar.org, and let me know what you think!