1. People should know about nature conservancy because too much land has been destroyed and made into building and cities. The campaign has also been identified as a tool to help slow climate change, as the Atlantic Forest.

1. The organization of nature conservancy founding raises money to save land. Founded in 1951, The Nature Conservancy works in more than 30 countries .They have protected more than 119 million acres of land.
2. The organization has saved over 119 millions of acres of land and 5,000 miles of rivers worldwide. Conservancy also operates more than 100 marine conservation projects globally. The Nature Conservancy is taking on the tough issues facing conservation today — from climate change to coral reefs, to energy development in a growing world.
3. The Conservancy has over one million members, worldwide. They are a great organization because The Nature Conservancy rates as one of the most trusted national organizations. 2005 on their list of "10 of the Best Charities Everyone's Heard Of.
4. The donations are spent