



# JOIN THE ALLIANCE

The Alliance is an industry-united, nonprofit organization that helps **BRIDGE THE COMMUNICATION GAP BETWEEN FARM AND FORK.** In joining us, you'll be armed with resources to help you combat misinformation about animal ag and protect this vitally important industry. We're proud to provide a unified voice for all sectors of animal ag. Let's **CONNECT, ENGAGE AND PROTECT.**



## IT'S ABOUT BRINGING EVERYONE TO THE TABLE FOR GOOD.

Animal welfare. Antibiotics. Animals in religion. Sustainable nutrition. Whatever the issue, **WE CONSTANTLY MONITOR COVERAGE**, identify trends or potential threats, and develop strategies to address the issue.

Our annual Stakeholders Summit **BRINGS TOGETHER INDUSTRY LEADERS TO DISCUSS SOLUTIONS** to hot-button issues.

We champion the industry's future with the Animal Ag Allies development program and College Aggies Online scholarship competition. They empower farmers, ranchers, veterinarians, industry professionals and college students to become **PROACTIVE, POSITIVE AND CONFIDENT COMMUNICATORS** for animal ag.

## PEOPLE ARE HUNGRY TO FIND OUT WHERE THEIR FOOD COMES FROM.

We aim to be **THE GO-TO RESOURCE FOR ISSUES AFFECTING ANIMAL AG.** We proactively engage food chain influencers like media outlets, bloggers, dietitians, government officials and restaurant/retail/foodservice brands and associations.

We help people understand how the animal agriculture community shares the same values as today's consumer with its never-ending commitment to animal care, sustainability, responsible antibiotic use, food safety and nutrition while **DEBUNKING MYTHS PORTRAYED BY ACTIVIST GROUPS** with our Sustainability Impact Report and Meat Matters campaign.

The Alliance **REACHES 800,000 PEOPLE WEEKLY** through our social channels. Follow along and share our content!

## IT'S ABOUT UNDERSTANDING WHO HAS ULTERIOR MOTIVES.

We provide **CRISIS MANAGEMENT TIPS AND FARM AND FACILITY SECURITY** resources. You can have pertinent info at your fingertips and get alerts for time sensitive information through our Farm Security & Hiring Hub.

Our staff gets the **INSIDE SCOOP ON ANIMAL RIGHTS ACTIVIST** group tactics and strategies. Alliance reps attend animal rights conferences and develop reports on organizations that spread misinformation.

**WE ARM OUR MEMBERS WITH RESOURCES** to set the record straight. The Alliance has more than 170 group profiles illustrating activist groups' real agendas, alerts on books and movies attacking animal ag and summary reports on activist videos and campaigns. Members also have access to webinars on emerging activist trends and hot topics.

# MEMBER LEVELS & BENEFITS



- Security and crisis management resources and alerts.
- Access to members-only Resource Center and the Alliance's network of organizations and experts.
- Subscription to *Alliance Link* monthly e-newsletter, monthly member updates, special reports and action alerts.
- Discount on registration fees for the annual Stakeholders Summit.

	Supporter	Associate	Patron	Advocate	Benefactor	Champion
	\$500 - \$999	\$1,000 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$49,999	\$50,000+
Logins for Farm Security & Hiring Hub	1	3	10	15	20	25
Feature in <i>Alliance Link</i> e-newsletter.		✓	✓	✓	✓	✓
Waived honorarium for Alliance staff presentation to your organization.		✓	✓	✓	✓	✓
Waived sponsorship fee to have one farmer, rancher, practicing veterinarian or industry professional participate in Animal Ag Allies.		✓	✓	✓	✓	✓
Invitation to join Issues Management Committee and other Alliance committees that fit your organization.			✓	✓	✓	✓
Sponsorship recognition for the Alliance Stakeholders Summit, including complimentary registrations.				Recognition as Gold sponsor	Recognition as Diamond sponsor	Recognition as Chairman's Circle sponsor
Invitation to engage with College Aggies Online students.					✓	✓
Invitation to join Alliance Board of Directors.					✓	✓
Invitation to join Alliance Executive Committee.						✓

## JOIN THE ALLIANCE & INVEST IN THE FUTURE OF ANIMAL AGRICULTURE

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_  Please keep my donation anonymous.

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Please make your check payable to:

**Animal Agriculture Alliance**  
**2101 Wilson Blvd, Suite 810-B**  
**Arlington, VA 22201**

If you prefer to pay by credit card, our preferred process is through our website: [animalagalliance.org/support-us](http://animalagalliance.org/support-us).  
 If that is not feasible, you can return the information below:

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CCV \_\_\_\_\_ Amount \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_