



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. 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 College Aggies Online (CAO) scholarship competition. It empowers 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 with food chain influencers like media outlets, bloggers, dietitians, government officials and restaurant/retail associations.

We help people understand the role of meat in a healthy diet while **DEBUNKING MYTHS PORTRAYED BY ACTIVIST GROUPS** with our Meat Matters campaign.

The Alliance **REACHES HALF A MILLION PEOPLE WEEKLY** through our social channels. Follow along and share our content - all of our posts are for member use.

IT'S ABOUT UNDERSTANDING WHO HAS ULTERIOR MOTIVES.

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

Our staff gets the **INSIDE SCOOP ON ANIMAL RIGHTS ACTIVIST** group strategies. Alliance reps attend animal rights conferences and develop reports and detailed profiles on organizations that spread misinformation. **WE ARM OUR MEMBERS WITH RESOURCES** to set the record straight.

MEMBER LEVELS & BENEFITS



- Security and crisis management resources and alerts through web and mobile application.
- Access to members-only Resource Library 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 website and mobile app:	1	3	10	15	20	25
Feature in <i>Alliance Link</i> e-newsletter.		✓	✓	✓	✓	✓
Waived honorarium for Alliance staff presentation to your organization.		✓	✓	✓	✓	✓
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/donate.
 If that is not feasible, you can return the information below:

Card Number _____ Expiration Date _____ CCV _____ Amount _____

Name on Card _____ Signature _____ Date _____