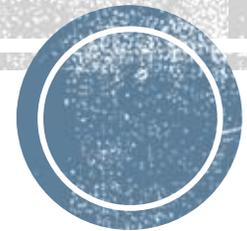
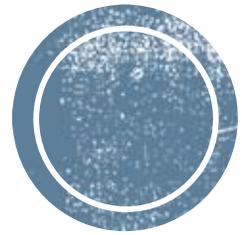


# **MEMBERSHIP WITH A TWIST: What is in a membership?**

By Casey Spradley





# People for the Ethical Treatment of Animals (PETA)

Donations - \$25 and up

Membership - 5 Million members and supporters

# PETA

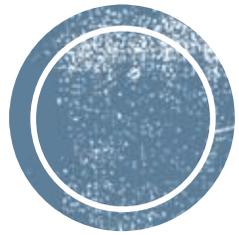
PETA focuses its attention on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time:

**in the food industry, in the clothing trade, in laboratories, and in the entertainment industry.**

**We also work on a variety of other issues, including the cruel killing of rodents, birds, and other animals who are often considered “pests” as well as cruelty to domesticated animals.**

- <http://www.peta.org/about-peta/>





# Wild Earth Guardians

Donation - \$25 and up

Membership - 4,929

Annual income \$3.2 million

Head Quarters in Santa Fe NM

# Wild Earth Guardians

- **Values statement:** We believe in nature's right to exist and thrive. We act on this belief with compassion and courage by preserving the wild world. We defend wildness, empower life, end injustice, and stand for healthy, sustainable ecosystems and human communities. We embrace conflict, and cooperate without compromising our values. We execute the campaigns strategically and decisively, we mobilize, inform and inspire others, and we work to heal wounded landscapes. Our enduring and fierce advocacy leads us to success. We are A FORCE FOR NATURE.



# Wild Earth Guardians

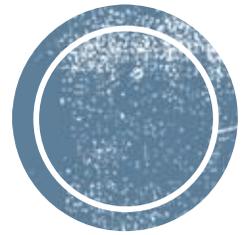
- Carnivore Protection - Pressing for protections for ecological heroes.
- Endangered Species Protection - Protecting imperiled species from extinction.
- Ending Public Lands Trapping in New Mexico - Striving for the end of cruel and dangerous trapping on our public lands in New Mexico.
- Ending the War on Wildlife - Advocating for the end to the federal government's taxpayer-funded wildlife killing program.
- Protecting the Prairie Dog Empire - Working to ensure that the ecological engineers of the West survive an onslaught of threats.
- Wolves in the American West - Ensuring that these majestic icons of the West survive for future generations.
- Clean Waters, Wild Forests - Using the Clean Water Act to protect streams and rivers, which in turn protect the forests in which they are found.



# Wild Earth Guardians

- Grazing Permit Retirement - Voluntary grazing permit retirements that secure financial value for ranchers who choose the option and collaborate on the long-term stewardship of our shared landscape.
- Rewilding - Working to reduce the expansion and damage of roads on public lands for the health of watersheds, fish and wildlife habitat, and wild places.
- The Greater Gila: America's First Wilderness - Working with public lands ranchers to promote win-win solutions and expand wilderness designation in an awe-inspiring landscape.
- Free Flowing Rio Grande - Doing what it takes to make sure the West's great river has rights to her own waters.





# Humane Society of the US (HSUS)

Donation \$35 and up

Membership

Aprox. 2 million

Operating income \$194 million

# Humane Society of the US

We confront the largest national and international problems facing animals, which local shelters don't have the reach or the resources to take on, such as animal fighting, puppy mills, horse slaughter and soring, seal killing and other forms of commercial slaughter of marine mammals, captive hunting and the wildlife trade, and inhumane slaughter and factory farming.

While we come to the aid of animals in crisis, we also attack the root causes of problems. Our most important goal is to prevent animals from getting into situations of distress in the first place.

We work to:

- Provide direct care, rescue, and services for animals in crisis
- Pass local, state and federal laws to protect animals
- Make sure existing laws are properly enforced
- Help the biggest corporations reform their animal welfare policies
- Shape public opinion on animal cruelty through our awareness campaigns and investigations

Wildlife sanctuaries in more than 35 states



# Humane Society of US

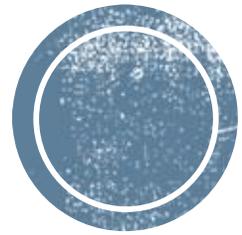
- How is The HSUS affiliated with other animal organizations?
- The HSUS shares similar goals with many organizations. We are directly affiliated with the following organizations:
- Humane Society Legislative Fund
- Humane Society International
- Doris Day Animal League
- Humane Society Veterinary Medical Association
- The Fund for Animals
- Humane Society Wildlife Land Trust
- South Florida Wildlife Center



# HumaneWatch

- We were also aware that HSUS claims to have millions of backers—12,101,729 “members and constituents,” according to its 2010 Annual Report. (Curiously, though, HSUS continued to publicly put the figure at 11 million throughout 2011 and even into 2012.)
- **We’ve long noted that HSUS’s actual membership appears to be far less than its self-claimed, nebulous “constituency”—HSUS states on its 2010 tax return that its *All Animals* magazine, included with a \$25 membership, has a circulation of just 450,000.**
- So how much support does HSUS *really* have? It seems even HSUS can’t make up its mind.
- We recently obtained dozens of samples of HSUS direct mail, and several seem to tell different stories about how many members HSUS has. Here’s how HSUS’s stated membership and membership goals have changed through the years:
  - July 2004: HSUS was hoping to reach 2 million members
  - June 2005: HSUS had “more than 1,000,000” members
  - April 2010: HSUS had 1.5 million members, was hoping to get to 2.5 million
  - July 2010: HSUS had 1.2 million members, was hoping to get to 2 million





# New Mexico Farm and Livestock Bureau

Dues \$60 (Includes County, State and AFBF)

Membership Nearly 19,000 in NM, 6 Million in the US

# New Mexico Farm and Livestock Bureau

- Farm Bureau® is a free, independent, nongovernmental and voluntary organization of farm and ranch families united for the purpose of analyzing agricultural problems and formulating action to achieve educational awareness and social advancement, and thereby, to promote the national well-being. Farm Bureau® is non-partisan and is local, statewide, national and international in its scope and influence.

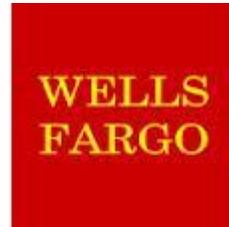


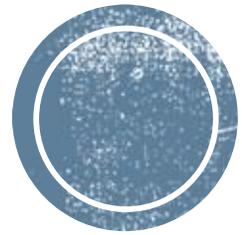
# New Mexico Farm and Livestock Bureau

- New Mexico Ag in the Classroom
- Collegiate Farm Bureau
- Primetimers
- Scholarship
- Womens Leadership Committee
- Young Farmers and Ranchers
  
- Legislative



# New Mexico Farm and Livestock Bureau





# New Mexico Cattle Growers

Dues Vary \$75 and up

Membership 1200 - 1500

# New Mexico Cattle Growers

## Mission

- The purpose of the Association is to advance and protect the cattle industry of New Mexico; work toward solutions of industry problems, promote the well being of the industry; provide an official and united voice on issues of importance to the cattle producers and feeders; and create and maintain an economic climate that will provide members of the Association the opportunity to obtain optimum return on their investment.

## Activities

- Today's Association is heavily involved in many activities to promote and protect the livestock industry in New Mexico and across the West. NMCGA provides numerous learning opportunities annually, including the Cattlemen's College and participation in the New Mexico State University Short Course. The Association also understands that it is the youth of today that will emerge as the leaders of tomorrow. This is why the Association dedicated a committee to the younger generation, the Young Cattlemen's Leadership Committee and the Junior Cattle Growers' Association.



# National Cattlemens Beef Association NCBA

- Dues \$125 and up
- A beef community dedicated to growing beef demand by producing and marketing the safest, healthiest, most delicious beef that satisfies the desires of an increasing global population while responsibly managing our livestock and natural resources.

## Long Range Plan

- **Drive Growth in Beef Exports**
- **Protect and Enhance the Business and Political Climate for Beef**
- **Grow Consumer Trust in Beef and Beef Production**
- **Promote and Strengthen Beef's Value Proposition**



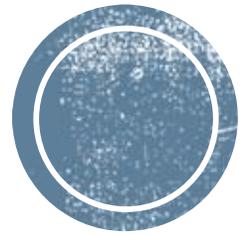
# National Cattlemens Beef Association NCBA

## Member Benefits

*Proudly Representing the Cattle Industry on Capitol Hill  
For more than 100 years, NCBA has represented America's Cattle Industry By:*

- • Defending cattlemen's private property rights against overreaching governmental regulations.
- Protecting cattlemen's family legacies with estate tax relief.
- Adding value to cattle and beef by working to open international markets.
- Delivering cutting edge producer education opportunities to improve cattlemen's bottom lines.
- Constantly watching for potential threats from animal rights groups.





# New Mexico CowBelles

Dues \$20 plus Local Dues

Membership 600+

# New Mexico CowBelles

## Vision

- To sustain the integrity of the New Mexico Beef Industry through consumer awareness, education, and promotion while respecting the past, living in the present, and looking toward the future.

## Mission

- Promote and support the New Mexico Beef Industry and related agribusiness.

## Goals

- Increase Membership and educate said members
- Promote Beef Consumption
- Educate the public about the beef industry's environmental and animal welfare practices
- Promote legislative awareness and actions

1. Approved Dec 2010



# New Mexico CowBelles - Programs

## Beef Promotion

- Beef Ambassador
- Pumpkin Patch

## Donations & Philanthropic

- Beef Battalion
- Cattle Drive for Hunger
- Agrifuture Educational Institute
- NMSU Youth Ranch Management Camp
- Galloping Grace



# New Mexico CowBelles - Programs

## Legislative

- Ag Fest

## Scholarship

- Pat Nowlin Memorial Scholarship



# So what is the benefit of membership?

- Belonging
- Strength in numbers
- Education
- Awareness
- Promoting our industry
- Protecting our way of life

