

NATIONAL ANIMAL INTEREST ALLIANCE

Our members feed, clothe, heal, comfort, entertain, inform and protect the world!

October 10, 2007

c/o Bernice Langley
Boxer Club of Canada
65 Glendora Avenue
Toronto, ON M2N 2V8

Dear c/o Bernice:

Thank you for your past support of the National Animal Interest Alliance. I am pleased to report that since you last contributed, we have enjoyed remarkable growth and progress as the leading organization advancing common sense solutions in the animal welfare debate. I'd like to bring you up to date on our recent accomplishments and ask for your renewed support.

You know our track record of achievement over the past 16 years. From the passage of the 1992 Animal Enterprise Protection Act, to lobbying for tougher laws and criminal penalties, to formally requesting federal investigations into the not-for-profit status of so-called animal rights charities, **there is no organization that has done more than NAIA to establish the case against animal rights extremists or to pursue legislative and legal action against them:**

- NAIA spokespeople have gained a national platform for correcting radical misinformation on TV and radio programs and in print media;
- NAIA has played a key role in defeating overly restrictive legislation and in drafting and passing numerous alternative ordinances and bills, including several new county and statewide non breed-specific dangerous dog laws;
- NAIA leaders have achieved the respect needed to be appointed or elected to numerous federal, state and local agencies, committees, and offices;
- NAIA has given more than a dozen regional seminars and hosted an outstanding national conference;
- NAIA created the NAIA Guide to Pet Friendly Ordinances, an innovative guide to drafting ordinances that recognizes good as well as bad behavior and rewards responsible pet owners and breeders as well as sanctioning irresponsible ones.
- NAIA led a victorious coalition in California to defeat a California anti-cropping bill in 2005 and helped Vermont fanciers do the same in 2006;
- NAIA initiated a major program to gather national shelter statistics.

Most recently, NAIA played a central role in derailing mandatory spay/neuter legislation in California, (AB 1634), using an effective combination of grassroots and professional lobbying. We launched an unprecedented, intensive fundraising effort to make this strategy possible and it worked. Our experience in California was emboldening because it demonstrated what NAIA is capable of accomplishing with robust fundraising and an elevated profile. Members like you made it happen.

There has never been a better time for NAIA to take bold steps toward professionalizing our team and growing our base of support. That is why in September we opened our new headquarters in Portland, Oregon and hired an executive director with a strong background in fundraising, lobbying and grassroots organizing.

We now have the institutional capacity to roll out an aggressive media strategy and public education campaign while vastly expanding our membership base. **You and I know that NAIA represents mainstream views on responsible animal ownership, but we need mainstream America to know who we are!**

Animal lovers and concerned citizens need to know that NAIA is taking the lead on advocating for increased regulations on imported dogs. We were the first group to expose the American public to this issue beginning in 1999, and we are currently actively petitioning the Center for Disease Control to crack down on international humane relocation and fly-by-night sales operations, which currently operate outside of any animal import regulations. People who care about animals need to learn the facts about shelter statistics, so they don't succumb to false propaganda about overpopulation and retention in America, while thousands of animals are being imported into our country virtually unregulated.

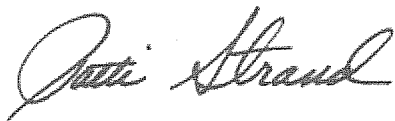
We must have the wherewithal to educate and inform the public if we are going to reform the animal welfare movement and counter the misinformation and rhetoric of animal rights extremists and animal opportunists.

Finally, we know that we must be much more proactive with our fundraising than we have been in the past. We need to maintain our professional staff, have the resources to track measures around the country and mobilize our membership to act. We are now equipped to mount an ambitious, three tiered fundraising plan that reaches out to industry, clubs and individual pet owners alike to tap into every available resource in our support network.

For all of these reasons, I am enlisting your help. We are a growing organization, making significant investments in our future, but in order to realize our full potential we must be able to rely on the renewed support of all our past contributors. **Please consider doubling your last contribution of \$500.00 to help us redouble our efforts.** Give even more if you can, because you share our passion for these issues.

Other organizations may come and go, but NAIA has been your trusted voice for 16 years, and we are committed to being a lasting presence and a growing force in the animal advocacy arena. So, from everyone at NAIA, we sincerely thank you for your past support and ask you to renew your membership to help us meet the challenges, issues and opportunities that lie ahead. There is plenty of work to do and we need your support to do it!

Thank you,



Patti Strand, National Director

P.S. I encourage you to sign up for our online newsletter www.naiaonline.org/library/newsletter.htm. It's a great way to stay abreast of the issues impacting animal ownership. We look forward to your involvement!