

# Cooking the Books?

The Humane Society of the United States likes to intimidate lawmakers with the suggestion that it has “12million” supporters. But its actual membership is much smaller. Just remember: Not many Americans really back this group, and even fewer will when its PETA agenda becomes common knowledge.

MEMBERSHIP SERVICES HANDLES TENS OF THOUSANDS OF PUBLIC AND MEMBER/DONOR COMMUNICATIONS ANNUALLY. PUBLICATIONS PRODUCES HUNDREDS OF ITEMS EACH YEAR, INCLUDING A BI-MONTHLY MAGAZINE SENT EVERY OTHER MONTH TO 420,000 MEMBERS. VIDEO AND NEWS MEDIA USES INNOVATIVE TECHNOLOGY TO STREAM AUDIO AND VIDEO MESSAGES AND NEWS REPORTS ABOUT

Circulation of HSUS Magazine (included with \$25 Membership)

No matter why you're currently not a member, joining **The Humane Society of the United States** now is crucial - so much so that I personally would like to hear from you right away.

Simply put, my friend, the animals need your support. One of my goals is to build this nationwide animal protection organization from 1,200,000 to 2,000,000 members... but I cannot do it without your help.

HSUS fundraising letter, 2009