



Membership with the Public Lands Alliance Helps You Achieve Your Mission

The Public Lands Alliance is the only national organization that serves a diverse community of nonprofit stakeholders who are dedicated to our nation's natural and cultural heritage.

Membership provides your organization, staff and board with expansive benefits:

Advocacy: A National Voice in Washington D.C.

The Public Lands Alliance addresses issues of significant importance to our members through active representation to Congress and public land agency leaders. Connecting our member organizations to like-minded interest groups to advance policy and obtain legislation has a positive impact.

- We provide templates to inform and mobilize issues of national importance.
- We develop and share white papers, testimony, briefings and issue statements to members and deliver action items in real-time.
- We support legislation necessary to public lands – from sufficient annual appropriations to the Federal Lands Recreation Enhancement Act (FLREA).

Education & Training: The Essential Connection

The Public Lands Alliance strategically teaches best practices in a public lands context that provide members with the tools to strengthen their operations and partnerships. Our knowledge and understanding of public-private partnerships with land management agencies means we can offer assistance you cannot find elsewhere.

- More than 500 public land professionals, exhibitors and speakers come together to learn, engage and connect at our annual Partners for Public Lands Convention and Trade Show. Our Trade Show also offers invaluable networking opportunities among leading industry vendors with a market focus on public lands.
- We provide direct training and customized consultation that strengthen management and leadership skills, build capacity, improve operations, bolster agency relationships, enhance communications and establish fundraising and development plans.
- Our online training opportunities provide insight on critical topics such as nonprofit management, retail operations, finance, crisis communications and advocacy. In addition, our online resource library offers members access to webinars and resource documents that directly relate to their organizational needs.
- We provide nonprofit self-assessment tools for evaluating and improving governance, management, partnerships, fundraising, programming and retail practices.

A Connected Community: Strength in Numbers

Member-to-member network exchanges are critical to successful collaboration on our public lands.

- The Public Lands Alliance is the go-to information hub to exchange important insights and to clarify policy issues which directly affect our members.
- Members receive and contribute to surveys, position papers, analyses and initiatives that impact the public lands community.
- Members connect to the latest public lands information and updates through targeted e-communications like *Newswire* and through active discussion forums on our dynamic web platform.

Collective Power: Savings to Your Bottom Line

Collective purchasing power is important to our member organizations and has saved them thousands of dollars annually. Simply, it pays to be a member with the Public Lands Alliance.

- Receive beneficial insurance rates and complimentary risk assessments through MDP Programs, our insurance partner who understands the unique operations of public lands partners.
- Extend savings to your members at our member organization stores by participating in the Reciprocal Discount Program (for organizations with retail sales outlets).
- Access current salary surveys and comparative data on wages and benefits with organizations of similar size, region and purpose.

Membership with the Public Lands Alliance is a Cost Benefit

The benefits of membership go beyond what we've listed here. Often what can't be quantified are the valuable conversations and friendships we have with our members. Our staff is your sounding board, your path to connections and solutions that will strengthen your organization.

Membership categories

Public Lands Partner: For organizations that partner with specific parks, forests, refuges or other public land sites. Annual membership dues are based on your organization's adjusted gross revenue for the previous year (see chart to the right).

Calculate your organization's adjusted gross revenue by taking your entry to IRS Form 990 Line 12 and then subtracting restricted funds that are not available for operations. The Public Lands Alliance does not assess higher annual dues from members who, for example, launch a successful capital campaign or fundraise specifically for an educational program.

Gross Revenue (less restricted income)	Annual Dues Level
\$100,000 <	\$100
\$250,000 <	\$250
\$500,000 <	\$500
\$1,000,000 <	\$1,100
\$1,500,000 <	\$1,650
\$2,000,000 <	\$2,175
\$3,000,000 <	\$3,250
\$5,000,000 <	\$5,350
\$7,000,000 >	\$8,000
\$7,000,000 <	\$8,500

Emerging Public Lands Partner: For organizations that have not yet received their 501(c)(3) status or are in the process of obtaining an agency partnership agreement. (Annual membership dues = \$100)

Nonprofit Ally: For national organizations that support the public lands community but are not affiliated with a particular park, forest, refuge or other public land. (Annual membership dues = \$1,500)

Emerging Public Lands Partner and Nonprofit Ally members receive all the benefits of a Public Lands Partner member, although they do not have voting rights within the Public Lands Alliance.

Become a member today at publiclandsalliance.org/join



Want to know more? Contact Member Communications Manager Amanda Keith at 301.946.9475 x223 or at amanda@publiclandsalliance.org.