



Conservation Federation  
MISSOURI

# BUSINESS ALLIANCE



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WE  
ENGAGE  
INFORM  
PROTECT  
INFLUENCE  
EMPOWER

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**AND YOU CAN TOO.**

# AboutCFM

The Conservation Federation of Missouri (CFM) is not a branch of state government or an entity of a public agency. CFM is a private organization made up of tens-of-thousands of Missourians. We are Missouri citizen conservationists who work together to support and improve our natural resources. CFM is actively involved in state and national issues that affect conservation. CFM has long been a prominent and effective voice before the Missouri General Assembly, the Missouri Department of Conservation and the Missouri Department of Natural Resources.

CFM was formed in 1935 when Missouri's wildlife, water and landscape resources were all but decimated. The founding members of CFM rallied citizen support behind a constitutional amendment, which placed control of conservation in the hands of the people. The amendment passed in 1936 and the Missouri Conservation Commission was born a year later.

In the decades since, CFM has worked to successfully secure dedicated funding for conservation; parks, water and soil; stopped dams from being built on our Ozark streams; passed the Missouri Clean Water Act; and initiated innovative programs, including Stream Teams, Share the Harvest, Operation Game Thief, Conservation Leadership Corps and more. The result of CFM's work is seen across Missouri in our forests, prairies, rivers, lakes, streams, abundant fisheries and wildlife.

CFM members are the pulse of hunters, fishermen, foresters, campers, trappers, hikers, paddlers, birdwatchers and all those who enjoy the outdoors. CFM speaks for sportsmen to support their vision for the future of Missouri outdoors. In fact, most conservation legislation in Missouri exists because of CFM's strong advocacy work.

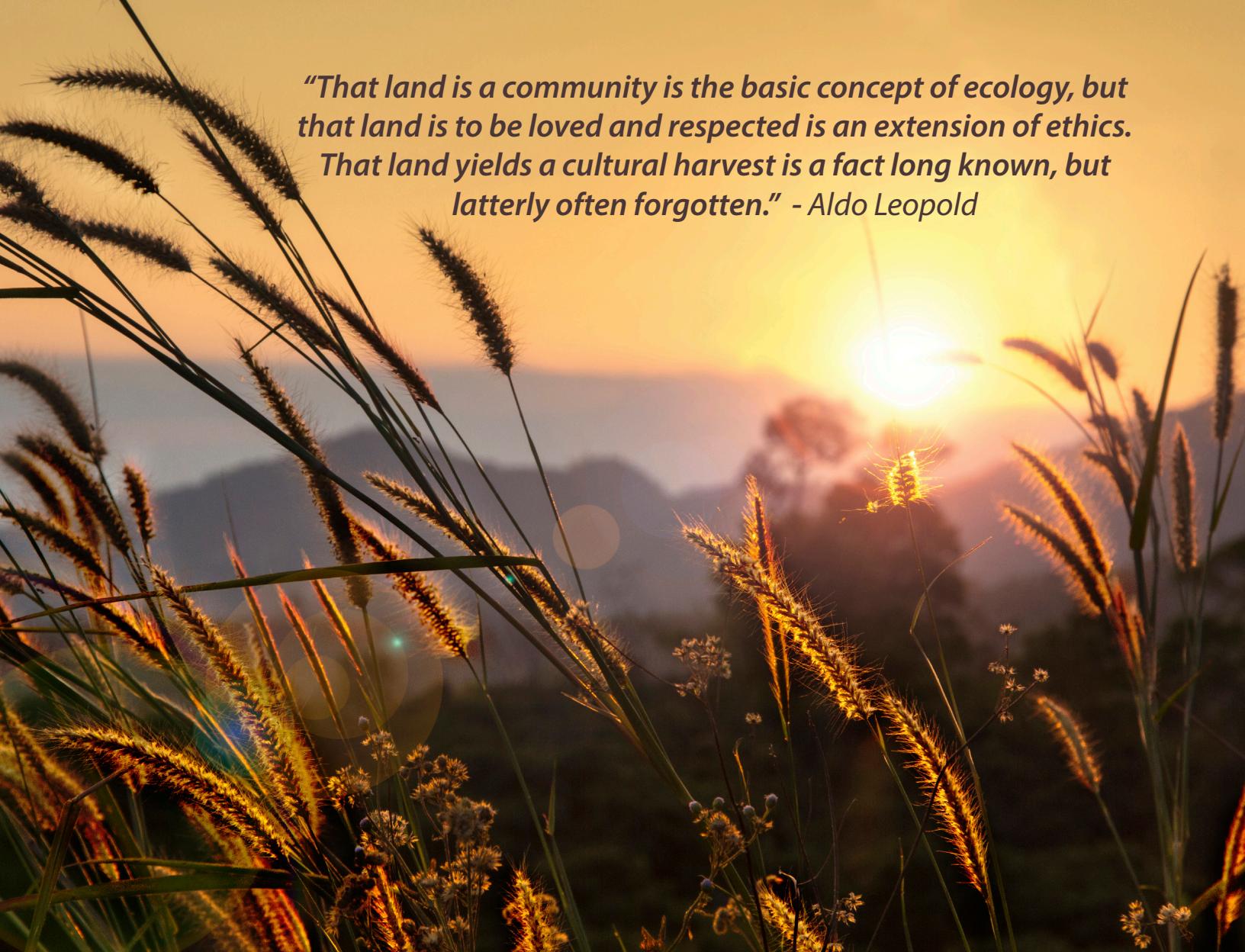
CFM is the largest and most representative conservation organization in Missouri with thousands of individual members, more than 85 affiliated conservation organizations and an ever-growing Business Alliance that today includes over 80 state and national businesses.

# OUR MISSION

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*To ensure conservation of Missouri's wildlife and natural resources, and preservation of our state's rich outdoor heritage through advocacy, education and partnerships.*

A photograph of a sunset over a field of tall grasses. The sun is low on the horizon, casting a warm orange glow across the sky and illuminating the silhouettes of the grasses in the foreground. The background shows distant hills or mountains under the setting sun.

*"That land is a community is the basic concept of ecology, but  
that land is to be loved and respected is an extension of ethics.  
That land yields a cultural harvest is a fact long known, but  
latterly often forgotten."* - Aldo Leopold

# Advocacy Work

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CFM is a prominent and effective voice for outdoor heritage and natural resource protection. We work with local, state and federal legislators to ensure policy affecting natural resources is in the best interest of Missouri citizens. We speak for all sportsmen, outdoor enthusiasts and wildlife advocates across Missouri.

Since CFM's first meeting in 1935, our members and leaders have successfully campaigned for, championed and guided to completion the state's most valuable, most crucial conservation and environmental protection laws. For nearly a century, CFM has led the charge for wise development of natural resource policy.

*CFM is the steadfast voice of Missouri citizen conservationists.*

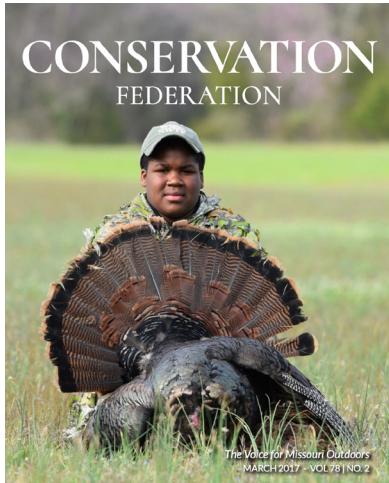
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# OutreachActions

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CFM publishes *Conservation Federation* six times per year. This award-winning magazine features organization and member news, interesting and informative articles, a calendar of conservation events, Business Alliance member highlights and advertisements from our supporters.



CFM embraces digital media. Our website engages our members and all Missourians with compelling content about current events in conservation, natural resources, governmental agencies and legislation. Each issue of *Conservation Federation* is available online.

We promote our mission and share information through social media. You'll find us active on Facebook, Twitter, Instagram, Youtube and more.

We host events statewide throughout the year to build awareness of CFM, while educating and inspiring conservationists to action. Our annual convention, regional banquets, affiliate summit and local events provide platforms for spreading the message of conservation far and wide.

CFM provides college scholarships and educational support to youth organizations. Our Conservation Leadership Corps develops the next generation of conservation leaders and advocates.

Our resource committees come together at our annual convention to create resolutions that are used to influence policy and legislation.

***Supporting CFM today results in a better Missouri tomorrow.***



[www.confedmo.org](http://www.confedmo.org)



Conservation Federation  
of Missouri



@confedmo



@confedmo

# Program Prospects

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CFM is involved in most conservation programs and initiatives in Missouri. Programs we support include Share the Harvest, Missouri Archery in the Schools, Teaming With Wildlife, Operation Game Thief and Operation Forest Arson.



The Conservation Leadership Corps (CLC) develops students into the next generation of citizen conservation leaders. CLC students participate in conservation advocacy. They learn our process of resolution development and implementation. The National Wildlife Federation selected our CLC program as a model of excellence for youth development.

Diversity and balance are CFM strengths. Our wide range of accomplishments have all come about thanks to extraordinary citizens working together to achieve remarkable feats.

*Add your voice to those of thousands - join today.*

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# BusinessAlliance

For over 80 years, CFM has been known as "The Voice for Missouri Outdoors." From hunters to hikers, birders to mountain bikers, outdoor novices to lifelong nature lovers, CFM offers a platform for connecting a large, diverse set of organizations and individuals with businesses that provide products and services for outdoors enthusiasts.

CFM Business Alliance members enjoy recognition in each issue of *Conservation Federation* magazine, along with many more opportunities to reach and engage our active membership. Details of each Business Alliance membership level are presented in the following pages.

We know marketing and philanthropic funds must be carefully distributed. By supporting the Conservation Federation of Missouri, you will be an important part of ensuring our state remains the pinnacle for conservation in America. You will be supporting wildlife, fisheries, habitat, clean water, healthy soil, parks, open space and so much more.

**Help CFM defend Conservation and Natural Resources.  
Join our Business Alliance today.**

# PLATINUM

**Your Platinum Business Alliance membership includes:**

- Full-page ad in every issue of Conservation Federation
- Company logo on the Business Alliance page in every issue
- Business Alliance listing on the CFM website
- Business Alliance Member Discount
- Business Alliance granite display
- Table for 10 at CFM Convention
- Ten individual CFM memberships
- Sponsorship of biweekly Federation Report enewsletter
- Press Release announcement of partnership
- Social media promotion

**\$10,000**

# GOLD

## Your Gold Business Alliance membership includes:

- Half-page ad in every issue of Conservation Federation
- Listing on the Business Alliance page in every issue
- Business Alliance listing on the CFM website
- Business Alliance Member Discount
- Business Alliance Missouri walnut plaque
- Half-table for five at CFM Convention
- Five individual CFM memberships
- Press Release announcement of partnership

**\$5,000**

# SILVER

Your Silver Business Alliance membership includes:

- Quarter-page ad in every issue of Conservation Federation
- Listing on the Business Alliance page in every issue
- Business Alliance listing on the CFM website
- Business Alliance Member Discount
- Business Alliance Missouri walnut plaque
- Two tickets to CFM Convention
- Two individual CFM memberships

**\$2,500**

# BRONZE

**Your Bronze Business Alliance membership includes:**

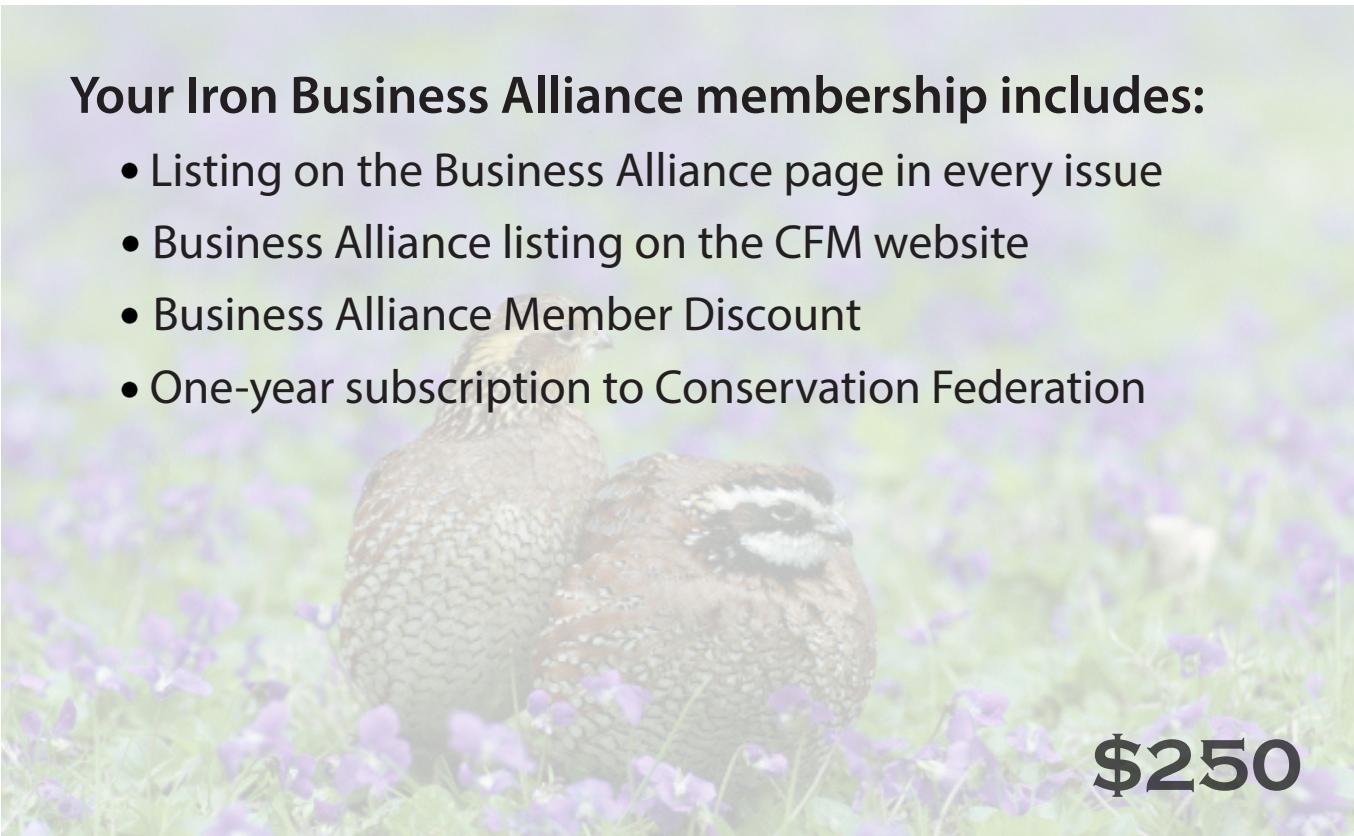
- Business card ad in every issue of Conservation Federation
- Listing on the Business Alliance page in every issue
- Business Alliance listing on the CFM website
- Business Alliance Member Discount
- Two tickets to CFM Convention
- Two individual CFM memberships
- One-year subscription to Conservation Federation

**\$1,000**

# IRON

**Your Iron Business Alliance membership includes:**

- Listing on the Business Alliance page in every issue
- Business Alliance listing on the CFM website
- Business Alliance Member Discount
- One-year subscription to Conservation Federation



**\$250**



# NotableAlliances

## Platinum

**Associated Electric  
Cooperative Inc.**

A Touchstone Energy® Cooperative 



## Gold

Bushnell

Custom Metal Products

Diamond Pet Foods

Doolittle Trailer

Enbridge, Inc.

FCS Financial

G3 Boats

Kansas City Zoo

Martin Metal

MidwayUSA

Pure Air Natives

Redneck Blinds

Riley Chevrolet

Roeslein Alternative Energy, LLC

RTP Outdoors

United Country Real Estate

US Sun Solar

Weston Products

# Employee Memberships

Show your employees you appreciate their hard work while supporting their outdoor passions by purchasing your valued employees an annual membership to the Conservation Federation of Missouri.

Through their membership, they will receive six issues of *Conservation Federation*, have the opportunity to be involved with the largest, most representative conservation organization in Missouri and be able to connect with other Missourians who share their conservation interests. Their membership allows them to be at the forefront of conservation advocacy as we work to better Missouri's future landscape.

Employee memberships are a unique gift you can give to your employees that not only support Missouri's outdoors, but also allow your employees to embrace their outdoor heritage.

Special group rates apply.

# Member Discounts

***Support is a two-way street.***

Our members are a concentrated group of outdoor enthusiasts who appreciate businesses like yours that advocate for conservation in Missouri. Business Alliance members are able to market directly to CFM members through our Member Discount program. The discount will be made available to thousands of Missouri conservationists and sportsmen who appreciate your support of conservation.

Your discount will be listed on the Members Only page of the CFM website, highlighted in *Conservation Federation* and promoted on social media. Through the discount, CFM and our members can help support your business while you support conservation.

When it comes to

***conservation***  
there's no such thing as  
**COMPETITION.**

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We're all in the same boat.

Johnny Morris,  
Founder of Bass Pro Shops



# Join Today

The countless achievements of CFM are the result of citizens, like you, working together to improve the management and use of our state's natural resources. No other organization in Missouri gives you the opportunity to directly influence the future of Missouri's outdoors the way CFM does.

Promoting the wise use of Missouri's natural resources and engaging citizens to respect our outdoor heritage is a never ending job. Join us and lend your support to our efforts as we ceaselessly work to protect the natural resources and outdoor heritage of Missouri for generations to come.

*We need your support.*

*Contact CFM to discuss how your  
business can become a conservation leader.*

**Brandon Butler**

*Executive Director*

BButler@confedmo.org  
(573) 634-2322

**Mike Capps**

*Corporate Relations Manager*  
MCapps@confedmo.org  
(573) 634-2322 ext. 105



**Conservation Federation  
MISSOURI**

728 W Main St.      573-634-2322  
Jefferson City, MO      confedmo.org

Conservation Federation of Missouri

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 @confedmo



## ***We will conquer any challenges ahead.***

*We have been successful and remained strong because we have brought together the diverse interests of outdoor enthusiasts. Our accomplishments have been possible because of cooperation. We have truly brought all Missouri conservationists together in a united effort as we were organized to do.*

