

BE A RECRUITER FOR CATTLEWOMEN!

Tag lines for recruitment-

Passionate about BEEF? Love to eat BEEF?

Do you raise CATTLE? Does CATTLE interest you?

Do you want to be ENERGIZED and INSPIRED?

We have the perfect fit for you!

#beef4generations



Paragraphs for recruitment-

1. I want to take this opportunity to thank you for making the choice to be an American National CattleWoman. You are the foundation of our nation-wide organization working to promote, develop, expand, and encourage the production of beef cattle across this great nation. You are on the front-line and instrumental in representing our high quality, delicious, nutritious, and safe protein to the consuming public. Because you are also a consumer, you provide credible testimony to the public with your actions by being a member of the American National CattleWomen (ANCW). This is important to the industry as a whole. The economic impact women make in agriculture is \$12.9 billion dollars annually, and the percentage of women that are farmers and ranchers today is 36%. You make a difference.
2. The National CattleWomen's organization has tremendous history and a successful record of promoting beef to move the Beef Industry in a positive direction. The theme of ANCW this year is #beef4generations. As American National CattleWomen we must do our part to assure that long after we are gone, consumers for generations to come still have an abundance of choices and a plentiful supply of safe delicious, nutritious beef. This ensures our future success.
3. The American National CattleWomen is a voice for women who share a passion for the beef industry. Let me highlight some of the key benefits you receive as an ANCW member:
 - Professional Development – A wealth of knowledge and educational opportunities for K-12 and the Collegiate Beef Advocacy Program
 - Industry Events
 - Promotional Resource Advantages – Women in Ranching Education & Development Program, Women in Leadership Development, Collegiate Beef Advocacy Program
 - Legislative Collective Power – A stronger voice with local, state, and national involvement in government
 - Credibility – The face and voice of our industry
 - Access to one-of-a-kind insights of networking – valuable industry information gathered efficiently and affordably
 - ANCW newsletter – providing up-to-date state and national industry information
 - EMoos – Electronic news
 - A Way to Give Back – Supporting the future of the beef industry for generations
4. To learn more about these benefits and continual information you can visit our website www.ancw.org or any of our social media sites, Facebook @AmericanCW, Twitter @AmericanCW, Instagram @americancattlewomen. We will be continually updating our website, so stay tuned.
5. Your support allows ANCW to continue the important work as women on behalf of the cattle industry. We thank you for understanding the importance of a strong national membership organization and continue to move forward as a formidable force in assuring #beef4generations.