

pages of publications and appeals to determine whether the organization is merely *talking about* abuses or actually *stopping* abuses. Measure any achievements claimed against the financial resources the organization has available.

2. Exercise Your Donor Power: If your critical evaluation of an organization leads you to the conclusion that it does not meet the criteria for support outlined above, do not contribute to it, and explain to others who donate to animal groups why you do not contribute to it.

Don't forget that support for organizations is not limited to financial donations, but also includes the purchase of their products and the use of envelope stickers and other advertising items which promote the organization. If you conclude that the group is unworthy of your financial support, then do not support it in these other ways, either.

3. Educate Others about Animal Welfare Fraud: Use the contents of this leaflet to alert others to the crippling effect *Animal Welfare Fraud* has on the animal rights movement. Help others learn to see through the rhetoric and hype of glossy publications and to critically evaluate what an organization is *actually doing* for animals.

4. Join the Grass-Roots Movement: The most important thing that you can do to stamp out *Animal Welfare Fraud* is to join the animal rights movement. On the most elementary level, you can do that by only contributing to groups which meet the criteria of genuine commitment to animal rights outlined above, and which have a proven record of austerity and efficient use of financial resources. **Trans-Species Unlimited** suggests that you contribute to your most effective *local* group, and to one or two of the most effective *national* groups, which promote and encourage local grass-roots activism.

But it is equally important to become *actively* involved to as great an extent as your personal lifestyle permits. Find out from the local group you support what else you can do to help. If you live near one of **Trans-Species Unlimited's** offices, join the working group associated with that office. If a TSU office is not immediately accessible to you, you can still join our national network of key contact people throughout the country who play an indispensable role in helping us to implement our national campaigns in their own areas.