Benefits of Membership in the Conservation Measures Partnership

Why should your organization join the Conservation Measures Partnership (CMP)? CMP membership provides numerous benefits including:

1. ***Improved conservation outcomes*** - provides access to experienced practitioners which strengthens implementation of projects and supports improved outcomes.
   "It became clear that this was the best approach to bring all the elements together to achieve our goals. I now have far greater confidence in achieving the plan to strengthen and restore populations of black lion tamarins in Brazil than I did." – Dom Wormell, Durrell
2. ***Credibility with donors*** - signals institutional commitment to best practices, including monitoring, evaluation, and learning which makes an organization more attractive to donors. Also, several foundations are members of CMP, including the Gordon and Betty Moore Foundation, Margaret A. Cargill Philanthropies, Walton Family Foundation, and others, therefore membership provides opportunities for members to learn and improve conservation practice together.
   "CMP is the only body I know where donor and conservation organisation are talking to each other, eye to eye in real partnership, to collectively figure out how to best deliver conservation - through the use of shared standards, tools, commissioning studies, or other means" (Phyllis Rachler, World Wildlife Fund)
3. ***Leadership in the conservation sector*** - lead a movement that is gaining traction around the world.
   "People that you work with will recognize that you are on the leading edge of conservation planning practices, and increasingly see you as a reference person." (Charles Latremouille, Nature Conservancy Canada)
4. ***Influence*** - influence the broader conservation community, and have an outsize impact.
   "CMP has given us the opportunity to contribute our knowledge about biodiversity data standards and spatial planning tools while learning new approaches and needs of practitioners that we are actively incorporating into our systems." (Patrick Crist, NatureServe)
5. ***Networking -*** Provides opportunities for connection and intellectual exchange with strong and influential conservation organizations including the World Wildlife Fund, The Nature Conservancy, the Wildlife Conservation Society, and many others.
   "For people working in local or national organizations like me, the CMP is pretty much the only way I get to meet key movers in the conservation community" (Charles Latremouille, Nature Conservancy Canada)
6. ***Learning and sharing*** - Provides opportunities to learn from organizations facing similar challenges related to project design, project management, monitoring, evaluation, and learning.
   "Sharing issues you are having with people that have a very similar job to yours and getting lots of innovative solutions to choose from. Sharing your innovations

with people that are struggling where you have been successful, and feeling quite proud about your work." (Charles Latremouille, Nature Conservancy Canada)

7. ***Guidance and tools*** - facilitates access to training materials and software to support conservation projects.
    a. *"CMP provides credible sector standards and tools, which are stable enough yet continuously evolving, and to which we have the opportunity to contribute. There is no other sector standard for adaptive management/ programme management that comes close in terms of quality or reach." (Will Beale, World Wildlife Fund)*
8. ***Funding -*** CMP members have access to small grants to advance strategic CMP initiatives. Members can also apply for need-based travel grants to support attendance at CMP events.