The ELF guidelines are as follows:

- 1) To cause as much economic damage as possible to a given entity that is profiting off the destruction of the natural environment and life for selfish greed and profit.
- 2) To educate the public on the atrocities committed against the environment and life.
- 3) To take all necessary precautions against harming life.

North American Earth Liberation Front Press Office Mission Statement

The North American Earth Liberation Front Press Office (NAELFPO) is a legal, above ground news service dedicated to exposing the political and social motives behind the covert direct actions of the ELF. The NAELFPO receives anonymous communiqués from the ELF and distributes the message to the media and the public throughout North America. The NAELFPO provides a public face ideologically in support of the ELF and similar acts of economic sabotage against those who profit from the destruction of the natural environment. The NAELFPO is contacted by the media and public internationally to provide information on the political and social motives of the ELF actions, and the tactical necessity of covert direct action. Due to the work of the NAELFPO, individuals who are looking to learn more about these issues have a place to turn, and the public who may be ignorant to the actions and motives of the ELF are exposed to more frequent and in-depth coverage in the media.

