



Animal Aid's Guide to Campaigning

Introduction

Welcome to Animal Aid's guide to campaigning. Sometimes, people are reluctant to become more involved in the campaign against animal abuse due to work and family commitments, lack of knowledge, or simply because they don't know other like-minded people in their area. However, campaigning can be as easy as writing to your local newspaper's letters page, or as elaborate as being at the centre of a busy local group. It is important to find the best ways to use your skills and knowledge. The aim of this guide is to provide a brief introduction to various forms of campaigning. By the end of it, we hope you will be inspired and raring to get active!

Remember, Animal Aid is here to offer help, advice and support.

Writing Letters to Editors

As the saying goes: the pen is mightier than the sword, and with regards to promoting animal rights, it really is one of the most successful tools we have. A letter in a local paper may get the cruelty-free message, in your own words, to tens of thousands of people at once, and, if it gets printed in a national newspaper or magazine, it might reach millions.

When?

The best time to submit a letter for publication is in response to an article or news item that has appeared in the paper to which you are writing. This could be, for example, about a local wildlife cull or a restaurant selling 'exotic meat'. If the article promotes or appears to support the cruel practice, write in with the other side of the argument. Point out the problems and cruelty associated with whatever is taking place and speak up for animals. If the article is positive, send in a letter of support or encouragement. You can also write to publicise a particular occasion or event, such as Animal Aid's Horse Racing Awareness Week or Veggie Month, or how to have a compassionate Christmas.

What?

Always think about what you want your letter to achieve. Encourage people to give up meat by mentioning our free Going Veggie recipe pack. If you want people to write to their MP, provide the House of Commons address. Suggest people buy cruelty-free household products from the Co-op or – even better – order goods from Animal Aid. Wherever possible, give Animal Aid's contact details (most importantly, the website address) so that people can ask us for more information.



How?

Don't be afraid to speak up for the animals – they don't have a voice, but you can give them one. Be rational, concise, and polite. Ranting won't get you anywhere! You will probably have enough basic knowledge to put together a letter but if you want detailed information on a particular topic, check our website, or call us. Don't feel you have to include lots of facts and figures – a simple argument or even an emotional response expressing dismay or disappointment is just as valid. Try to make a point that no one else is likely to make, and avoid making too many points in one letter.

Where?

Address your letter to the Letters Editor, marked 'for publication'. Start it with Dear Sir, Dear Madam or Dear Letters Editor. You can submit your letter by post, but for daily national newspapers, you really need to send it by fax or email, preferably before mid afternoon on the day that the feature to which you are responding was printed. News gets old fast, and papers will want to print responses while the topic is still newsworthy. Details of where to send your letter will be printed in the paper concerned, or give them a ring to find out the direct email address or fax number.

Who?

You do have to supply your name and address, but you can ask for your details not to be published, in which case they will put 'Name and address supplied' at the end of your letter.

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Don't give up!

Newspapers receive lots of letters each day, and obviously can't print them all. If yours isn't selected for publication, keep trying! If you have no luck, study the types of letters that do get printed and the style in which they are written. Or simply try another paper.

Top Tip

Try to keep your letter to a maximum of 200 words. That way it stands less chance of being shortened or, worse, ignored by the editor.

Good luck!

Leafleting

Leafleting is a simple but effective way of taking a campaign message to the public. Approximately one third of Animal Aid members made their first contact with us after reading one of our leaflets. They can be given out in your local town centre or at an event. Local shops, vets, libraries and cafés may be willing to put some leaflets on a counter. You can distribute leaflets at a time of your own choosing, or you might like to time your activities to support a specific campaign, such as Horse Racing Awareness Week or Vegan Month.

Notice boards

One poster or leaflet can be read by thousands of people, if put in the right place. You probably walk past lots of potential spots to pin up a poster or leaflet every day. Notice boards are an obvious choice and these may be at work, school, college, university, a library, the entrance to your flat, a community centre, a church hall, a youth club or a health food shop.

Displays

The simplest display can consist of some posters and leaflets stuck to a wall. A display is cheap and easy to put together. It doesn't require much maintenance and can be reused and improved over the years. Display boards are very nice, but expensive. It is much easier to put on a display where there are already boards that you can use, for example, in a library, hospital, university, college, school or civic building. An eye-catching display, with colourful posters, easy-to-read information and leaflets to take away, will be seen by everyone who walks by. Aim to get people's attention with large photos or other images, and enough information to encourage them to take any additional literature provided, or to take some action, such as going veggie. You will probably have to book the spot, so if the display is for a specific period – e.g. Veggie Month – make sure you approach the venue in advance. You might also want to check whether certain materials will be allowed, as some venues cannot allow graphic images of animal cruelty to be displayed.

Street Stalls

Street stalls are an important campaigning tool and many groups use them as a fundraising initiative, too. However, stalls do not have to be confined to the streets. A stall can be set up wherever there is a large group of people. Approach the organisers of local events, such as fayres and concerts, and ask if they will allow you to set up a stall.

What do you need for a stall?

The basics are: a pasting table (or other light, portable table); some petitions on clipboards (secured with rubber bands and with pens attached



to the clipboards using string long enough for people to sign the bottom of the page); and lots of leaflets (secured by rubber bands or elastic so that they don't fly away). A plastic cover for the table in case it starts raining might also be a good idea. Some large boards with Animal Aid posters on will look good. Some of our posters are laminated to prevent them from getting wet. And, of course, you need one or two confident and enthusiastic people to staff the stall. If you stand there in silence or chatting to each other, you will get very few people taking an interest. You need to catch people's attention and ask them to sign petitions, or take some information.

Do I need permission for ast street stall?

If the stall is on private property, such as a shopping centre, you will need to contact the manager of the property.

Generally speaking no permission is required to set up an information stall on the street or public highway, as long as you do not obstruct the flow of people and other traffic, or collect money.

In a few cases, local authorities exercise a degree of management of city centres and may require prior permission for any information stall to be set up. If you suspect this applies, the best thing to do is contact the Licensing or Environmental Health department at your local council.

It is illegal to collect money on the streets without a street collection permit. For more information about collecting money and holding stalls, please ring Animal Aid and ask for a copy of our guidelines.

Where is the best place for a stall?

Clearly, you want somewhere with lots of people and, ideally, some shelter. Pedestrianised streets are more pleasant and you are less likely to cause an obstruction. However, if the street is very wide and not busy, it is easy for people to ignore you. Anywhere near Marks & Spencer, McDonald's, Starbucks or a major supermarket tends to be very busy. Standing outside businesses that are closed (e.g. many banks are closed on Saturday afternoon) is a good way of avoiding complaints.

Can I do a stall on my own?

We would not recommend it. Apart from being a bit lonely, it makes things tricky if you want to buy a drink or go to the toilet. It is also better to have at

least two of you in case you encounter any rudeness, although most people are either very supportive or just ignore you. Working together also makes transporting all the materials to and from the bus stop or car park a lot easier.

Talking to the Public

As a campaigner, the public may expect you to know all the answers. The golden rule is that if you are not sure of something, say so! Take the person's name and address and offer to get back to them, or pass them on to us and we will contact them. People will respect your honesty and readily warm to the message you are promoting.

Animal Aid prides itself in providing a clear message about the rights of animals that is backed up by well researched, high quality materials. Request a copy of our policy document for more information.

If you would like to develop your knowledge of various issues, Animal Aid offers detailed reports and factsheets. And check out our website for up-to-date information.

However, rather than requesting complicated factual information, most people will be keener to know who you are and what you do.

Dealing with awkward people

From time to time, you will come across people who do not want a discussion; they just wish to attack your good work. It will soon become clear that whatever you say will not change their mind. Try to politely end the conversation and concentrate on more receptive people.



Animal Aid School Speakers

Becoming a school speaker can be both rewarding and empowering. Helping us to take animal rights issues to young people is one of the best ways to create a cruelty-free tomorrow. We have a dedicated UK-wide network but we still need more people to become school speakers. You can give as little, or as much time as you can spare. Your travel expenses will be covered and we provide all the necessary training materials and advice.

Speakers' training workshops

Our workshops are held all over the UK. They cover the basics of speaking to students and the best way to present the issues. You will gain confidence and experience in handling the kind of questions commonly asked, and will be able to exchange ideas and experiences with like-minded people. We also hold cookery demonstration training workshops for anyone wishing to take the veggie message to Food Technology students.

Support, materials and advice

If you don't feel ready to 'fly solo' after the training day, we can put you in touch with seasoned school speakers, with whom you can work in partnership until you gain enough confidence to give talks on your own. We have guidance booklets, videos, factsheets, leaflets and even examples of talks, which you can adapt to make your presentation visually stimulating and informative.

For more information on becoming a school speaker and the next training workshop contact Animal Aid on 01732 364546.



Fundraising

Fundraising is an integral feature of campaigning, especially if you are part of a group. You will want to raise money to fund your own activities and to cover costs incurred, such as the production of leaflets, hiring meeting venues or transport to national protests. Equally, groups who raise money for Animal Aid make a vital contribution to our ongoing work – an important part of which is supplying free resources to those same groups. The following are just some fundraising ideas.

Animal Aid street collection co-ordinator

A street collection co-ordinator is someone who helps to organise an annual street collection in his or her local area – usually on a Saturday in the summer months. Street collections are a very effective way of helping to raise money. Alternatively, if you are not ready to organise a street collection, you might like to start by helping at one. Contact the Animal Aid Fundraising department for more information.

Organising a sponsored event

What does it involve?

Sponsored events are a popular, straightforward way of raising money. We can provide the sponsor form(s). You will need to decide on an event, encourage family and friends to sponsor you, complete the event and gather in the money. The last part can be the hardest bit, so try to persuade people to hand over the money when they sponsor you, instead of after you have done the event. Remember to make a note of who has paid.

What sponsored events are there?

You can be sponsored for almost anything. You might try a sponsored walk, run, cycle ride, swim, dance, going veggie/vegan, stop smoking, stop drinking, or giving up chocolate. More original or difficult events may get more sponsors.

Should I do it on my own?

You can do, but if you can persuade other people to take part, it may be more fun and, between you, you should raise more money. Some people may not want to take part, but may be willing to take a sponsor form to their school, family or workplace. If you have a lot of people joining in, we could offer a prize for the person who raises the most money.

Do I need to worry about anything?

Be careful if you go door-to-door to get sponsors – and do not send children without an adult. If you are doing the event in a public place, you may need permission – contact Animal Aid or your local council for information. If lots of people take part in one event, you may want to ask the St. John Ambulance volunteers to attend.

What does my sponsor form need to include?

- What the event involves and where and when it takes place
- Distances/times/amounts expected to be completed
- Where the proceeds will go
- A space for the name of the participant
- Columns for names and addresses of sponsors and amounts sponsored
- Your name or that of the organisation, and address for the money to be sent to

Do I need anything else?

Some events need extra planning. For example, a ten-lap sponsored walk may need a form to tick people off as they do each lap, as well as direction signs for the walk. You may want to give people a certificate when they complete the event or when they bring in the money. We can provide sponsor forms, certificates and completion forms to help you.

Organising a Fundraising Social Event

What sort of social event?

How about a sports, music or general knowledge quiz; a themed video evening; a karaoke evening; wine or beer tasting; a veggie barbeque; a board games or party games evening; a fancy dress party; a coffee morning, or a sports tournament in your back garden?

How do I make any money?

You can charge an admission fee, sell refreshments, have a raffle, or charge for taking part in each individual activity.

Where should I have the event?

If it's just for a few friends, you could use your own home, but if you want it bigger, you could hire a church hall or a room in a community centre, hotel or pub. If it's aimed at school friends or work colleagues, you might want to hold it on the premises at lunchtime or at the end of the day.

How do I get people to come to the event?

Ask your family, friends and school or work colleagues, along with people at your youth club, pub darts team, scout group, sports team or night school class. Don't just tell them but give them a leaflet or something with the time, date and address on. If you want to create a bigger event, you can produce posters or leaflets, pay for adverts and send a press release to local papers and radio stations. The people most likely to come are those who live nearby. Therefore, probably the most cost-effective way of advertising is through posters and leaflets at the venue and door-to-door leafleting of the nearby roads.

What does it involve?

It depends on what you do. Don't take on a complicated event unless you have plenty of helpers. Make a list of everything you need, such as helpers, equipment, refreshments, cutlery and crockery, leaflets and posters – and make sure you can afford to do all that and still make a profit! If you are going to book a venue, you may need to be flexible as to the date of the event and you may need to book well in advance.

Other Fundraising Ideas

A fête or garden fayre

It doesn't have to be a big event, but make it interesting so that people will want to attend. Try inviting other ethical groups to have stalls – you could even charge a couple of pounds for stallholders. Other ways of making money include providing refreshments, a cake stall, raffle, face-painting with cruelty-free paints and competitions (guess the weight of something or the number of items in a jar, or who does the best painting – this can keep little children busy while their parents spend money).

Services

You could offer to do dog-walking, baby-sitting, gardening, car washing or house-sitting when people are on holiday.

Benefit concerts/gigs

If you know a rock band, jazz group, DJ or string quartet, ask them if they will play at a benefit evening. Make sure that you sell enough tickets to cover all your costs and check in advance whether the band will need any expenses (otherwise you can end up making a loss). Then, book the venue and publicise widely!

Recruit members

If you keep a couple of Animal Aid membership forms in your wallet or bag at all times, then whenever you are chatting about animal issues and someone seems to agree with your arguments, you can offer them a form.



Lazy Fundraising Ideas

Swear box

Make a box and a big sign for your workplace, local pub etc. and encourage people to pay 20 pence every time they swear. Sit back and watch the money roll in.

Stalls

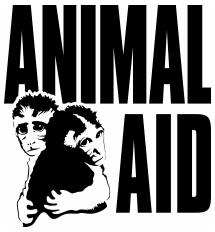
Don't organise your own jumble sale, fete or book fayre, but take a stall at someone else's.

Pub quizzes

Persuade your local pub to organise a pub quiz. If the bar manager is sympathetic, he or she may do everything and just give you the money for your group. The manager may prefer to post your chosen charity a cheque directly. Alternatively, the manager may expect you to provide the questions, so get a quiz book and find a local shop that will photocopy cheaply.

Benefit night in a local veggie restaurant

If you have a veggie café or restaurant in your local area, ask them if they would stage a benefit night. They could have a special themed night, provide a set menu, and allow customers to purchase tickets in advance. A raffle always goes down well and helps to raise some extra money.



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Becoming an Animal Aid Contact

Animal Aid has a nationwide network of local contacts who play a vital role in taking our campaigns to members of the public across the country. Why not join them? We appreciate that people have to meet the demands of working and family life. So, it's completely up to you how much time you choose to set aside. Some of our contacts run local groups, while others campaign independently, as and when they can. Every little thing you do to spread the cruelty-free message is very much appreciated and is a vital part of fighting animal abuse.

As a local contact, you will receive regular updates on our campaigns and any new resources that we produce. If you are planning your own event we can provide you with information, literature and media contacts.

To show our appreciation for all the hard work and commitment that our local contacts put in, we offer them a 15% discount on all Animal Aid merchandise.

Whilst representing Animal Aid as a local contact, or on a stall, you may be asked about the organisation and what we do. The following are examples of some questions you may be asked and advice on how to respond.

Q What does Animal Aid do?

A Animal Aid is a national education and campaigning group, opposed to all animal cruelty.

Offer them a 'Do you want to help animals?' leaflet and mention that it explains all about the organisation. Giving out the 'Do you want to help animals?' leaflet probably saves you entering into long conversations. It also gives people the opportunity to read and absorb the information at their leisure.

Q Is Animal Aid peaceful?

A Yes. Animal Aid has a strict policy of peaceful campaigning and is adamantly opposed to intimidation and violence.

Q Is Animal Aid a registered charity?

A No. Although the majority of Animal Aid's work is educational, the Society has not applied for charitable status because an important part of its work involves campaigning for changes in the law concerning animal protection. The Society is run on a not-for-profit basis.

You can stress that we do not receive any statutory funding or concessions and are wholly dependent on public donations.

Q What will my money be spent on?

A Animal Aid investigates and exposes animal cruelty. It then publicises that information to educate the government, businesses and the general public, including young people, to bring about effective change for animals.

Try to give an example of a recent campaign initiative, relating to, for example, vivisection, factory farming, vegetarianism, wildlife culls, horse racing or shooting.

Animal Aid's education department produces educational films, teachers' resources and student packs. It organises school speakers and participates in debates.

Don't hesitate to contact the Animal Aid campaigns team if you have any questions.

Libel and how to Avoid It

In recent years, the animal rights movement has found itself under threat of different types of legal proceedings. Among the hazards are those presented by the laws of libel.

Libel/slander

In simple terms, a libel is a 'published' statement that a court rules is damaging to the reputation of another. A slander is a damaging statement that is spoken in the hearing of others rather than being published. The production and circulation of campaign journals, leaflets and other materials count as publishing, as do statements made on television, radio and in newspapers. A person complaining of a libel or slander usually talks in terms of their reduced reputation within a community and damage to their career or business.

Individuals or companies

When writing or speaking publicly about actual companies or individuals, don't stray outside what you know – and can prove – to be true and reasonable. For example, although we might be convinced a person doing animal experiments is callous, has no feelings whatsoever for the animals and is interested only in money and career advancement, it could be an impossible task to demonstrate clearly before a jury that such statements are true and fair.

The thing to remember about libel or slander is that you can state a hundred provable facts and make any number of strong supporting comments ('this person clearly has a poor record of animal husbandry and should never again be permitted any contact with animals') but you only have to get one fact wrong and it is that error which will get you into trouble.

General targets

Criticising animal experimentation in general or, for instance, the sheep trade leaves you far more scope, because there is no one individual likely to claim that they have been injured. Although, here again, it makes no sense to exaggerate or make unsupportable statements, given that our unadorned case is so strong.



Speaking/writing as an Animal Aid representative

Often we will come to you and seek your support for particular initiatives (Primate Action Day, for example, or Horse Racing Awareness Week). Other times you will initiate something yourself and speak to the regional media or sign a letter to your local newspaper as an Animal Aid representative.

We naturally welcome your representation but – to repeat – we would urge caution where specific individuals or companies are named.

We would ask that we see – ahead of circulation – any press release or leaflets that are attributed in any way to Animal Aid. Ideally, we would also like to see copies of letters you plan to send, ahead of time. This refers only to those where you sign yourself as an Animal Aid representative or contact, or some equivalent title. If you can email these to the office, you will get a rapid response.

If an individual or company does decide that they have been defamed by an Animal Aid contact then it is both that contact and Animal Aid the organisation (if the plaintiff can successfully argue that the contact was speaking in an official Animal Aid capacity) who will have to defend the suit, and face possible damages and costs.

Don't be put off

This guide is all about urging sensible caution and the necessity of being able to prove that any damaging statement made about our opponents is true. It is not intended to discourage campaigners from speaking out, or taking part in protests.

We are not only compelled by the suffering all around us to push on as strongly as ever, it is our democratic right – and, also, our democratic duty – to work for a better world. But for all our sakes (Animal Aid doesn't want to hand over its assets to an animal abuser through a moment of carelessness, and nor do local groups) we must be careful.

For any further questions or comments please contact the Campaigns Team at the office.

Starting a Local Group

Before starting a group of your own, you may want to check that there isn't already an existing local group in your area that you could join. Find out by contacting various organisations, including Animal Aid, that cover campaigns you are interested in.

Starting a local group is, without doubt, the best way of promoting animal rights in your area. The following is a simple list of tasks that you will need to undertake.

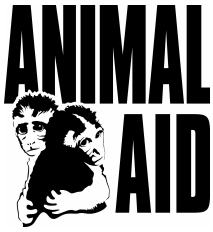
Contacting other like-minded people

- Write to the letters page of your local newspaper telling readers about your plans for a group and what you will be campaigning on. Keep it short and simple and include your contact details so that anyone interested can get in touch with you.
- Put up a poster in your local library, community centre, health food shop, vets, university etc. Include something to attract people's attention, such as a bold headline reading, 'Sick of animal cruelty?' and let people know that you are interested in setting up a local animal rights group. Include a name and contact number.
- There may be other sympathetic groups close to you who could offer help or attend your meetings. These could be environmental or human rights campaigners. Also, try contacting your local hunt saboteurs or monitoring group.
- Set up a stall in your town centre and encourage members of the public to come along to your first meeting. If you do not have a date or venue finalised, ask for their contact details and start a mailing list.
- National organisations, such as Animal Aid, can mail their supporters in your area, help you with press contacts and provide a selection of literature for you to distribute at your first meeting.

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First meeting

- Find a suitable venue. This can be someone's house but it is a good idea for a first meeting to be held in a public place. New people are often happier to go to meetings on neutral ground. Find a suitable local hall, community centre, or even a pub. Each of the above venue options has advantages and disadvantages. A pub is always a popular choice of venue but it may be a bit noisy. Hiring a room may mean that, for the first few meetings, you have to dip into your stall proceeds. Have a collection box at each meeting and ask people to contribute as they are leaving. Find out if you are able to bring in a television and video / dvd player, or if these are available.
- Agree a definite start time – people do not want to be hanging around all evening. Try to limit the first meeting to no more than two hours and discuss just the main issues. Compile an agenda prior to the meeting and include on it an 'any other business' item at the end for people to add their ideas. As you have organised the first meeting, it's probably a good idea if you act as chairperson. In the future, you could share this responsibility, or perhaps invite people to take on different roles, such as treasurer, secretary, minute-taker etc.
- Use the first meeting to get to know each other. Find out what skills, resources and contacts your group has.
- Some basic decisions to address in the first meeting include: the name of the group, contact details, such as address (consider opening a PO box), telephone number and email address, and whether you want to open a bank account in the name of the group and appoint someone to oversee finances. Do remember to update Animal Aid with any new or change of contact details.
- Agree a regular meeting day – for example, the first Monday of the month. Discuss what issues the group would like to get involved in. Perhaps it would like to concentrate on promoting vegetarianism, or campaigning against vivisection, or tackle a variety of issues. You may want to discuss which national – in addition to local campaigns – the group wishes to support.

Ideas for keeping people interested

- Videos and public speakers are always popular. Animal Aid may be able to provide a speaker. Contact the office to ask.
- There are numerous demonstrations taking place around the country. See our magazine Outrage diary dates and also www.veggies.org.uk/arc.php. Why not hire a minibus to travel to one of these? Some in your group will never have taken part in a protest before. It can be an inspiring and energising event. You can also help to support other local campaigning groups in your area and build a co-operative relationship.
- Once the group is established, you may wish to produce a website and appoint someone to keep it updated. Although it is always important to detail the

work you have already done, the emphasis should always be on future activities. This shows potential new members that you are an active group, while existing members are kept enthused.

Tolerance

Animal rights is an issue about which people feel passionately. This means that it is all too easy for differences of opinion to have a dis-unifying effect.

- Be inclusive – the animals need as many people as possible on their side and we all have to start somewhere. Attending an animal rights meeting is a first step into the animal rights movement for most people so it is vital that they are made welcome.
- Don't insist that those attending the meeting must be vegan, vegetarian or even vivisection abolitionists. This may sound strange but, as campaigners, we should not try to force people to change their ways immediately but set an example. By attending a meeting, people have already taken the first step.

Motivating others

The individual who starts up a group is likely to be viewed as the 'leader'. Some relish this position, whilst others can find it becomes a burden and worry that the future of the group ultimately depends on them. It is much better to get different people to take on different tasks - although not everyone wants to take on responsibilities.

- Don't be afraid to ask for help, either from Animal Aid or from other members of your group.
- Find out what people have to offer e.g. letter writing ability, time available to do stalls, access to a photocopier. Make everyone feel valued, no matter how little time they are able to contribute.
- You may sometimes feel that other people are not as committed as you are to helping animals. This can be extremely frustrating but it is important to remain positive. With a positive attitude, your campaigns will be successful. The extent to which others wish to be a part of it is ultimately up to them! Your own positive attitude may be all that is needed to inspire and encourage them to commit further.

Local campaigning

It could be the pet shop on the high street that has always concerned you; the zoo or aquarium just out of town; or the local horse racing or dog track. Sadly, every town and city has individuals and companies profiting from animal abuse. The task is to not let your disgust simmer away...but to do something about it!

- Find out as much as possible about the local animal abuse centre against which you wish to campaign.
- Is your local MP sympathetic to animal rights issues? Do you have a local Green Party or other political representative who might back your campaign?
- Discover your local council's stance on issues such as circuses and methods of 'pest' control.

If you do start a local campaign, please keep the Animal Aid office informed. Often the combination of local demonstrations with backing from a national group can lead to success. We also like to feature local group activities in *Outrage*, so remember to take photographs of your activities and send copies to the office.

Local media

Local newspaper and radio will prove invaluable for getting the animal rights message across to your community. Hopefully, you can develop a two-way relationship, whereby you get media coverage and they get interesting articles, photographs and interviews relating to your activities.

- Try to avoid getting on the wrong side of the media, even though some of what they print and broadcast might disappoint or anger you. Falling out with journalists will do nothing to help the animals. Always remain professional.
- Build up contacts. Often you will find journalists who are sympathetic to the cause. Help them with ideas for stories and notify them of any photo opportunities. If you need contact details for your local media, Animal Aid will provide you with a comprehensive list.
- We can also help with advice on writing press releases and dealing with the media.

Resources

Campaigning is mostly about spreading information and educating people about animal rights. One of the most effective ways to do this is through the distribution of leaflets, either on a stall in the town centre, door-to-door, or via a sympathetic shop.

- Animal Aid leaflets, posters, petitions and stickers are available free of charge. If you need resources for a specific date, please give us plenty of notice so that we can ensure that you receive them in time. Download a copy of our Resources Booklet from the Animal Aid website to see what we have available.
- Once your group has some money in the bank, you may want to produce your own leaflets, to attract new recruits, or promote a local campaign. Remember that your leaflets need to be eye-catching and readable, so don't try to include everything, but get the key points across. Take a look at leaflets put out by different groups to get a feel for what works best. Get quotes from various printers to find the cheapest deals.

Perseverance

Campaigning against animal cruelty is hard work and can take some time before you see any results. The important thing to remember is that every action, no matter how small, plays its part in the ultimate goal – a cruelty-free future. The presence of your group will influence others who may decide to get involved in animal rights or to go veggie. You are helping to spread a message of compassion.

It is also important to remember to take some time out for yourself, away from campaigning, as we all

need a break from time to time. Local groups can help to bring like-minded people together, so it might be a good idea to arrange a social once a month with the other members of your group. This will give you an opportunity to get to know one another away from the pressures of campaigning and can help to strengthen your group and the way it works.



Vegan Campaigning

Each year in the UK alone, around 1000 million animals are killed for food. Taking the step towards veganism is the simplest way to save the most animals' lives. If we can persuade people not to eat animals and their by-products, it will make it easier to encourage them not to support vivisection, animals used in entertainment or for any other purpose.

Healthy eating and the vegan diet are now becoming increasingly synonymous. Food manufacturers are cashing in on the growing market and supermarkets have started to promote their own ranges. Going vegan has never been easier, as non-animal products are available in most supermarkets and many are labelled.

The continued growth in veganism did not come about on its own. It has largely been the result of vegan advocacy and campaigning – vegans talking about their diet, distributing information, creating support networks, opening restaurants and shops and setting up websites.

In comparison to other animal rights issues, vegan campaigning can be an upbeat experience. Of course, the horrors of the dairy and egg industries need to be explained, but mainly it's the promotion of a positive lifestyle that is full of health and environmental benefits, as well as helping to save animals' lives. There are many different types of campaigning that can be used to promote veganism. What follows are just a couple of ideas that have had great responses. Try them out, take what's useful and develop and share your own ideas.

Vegan food street stalls

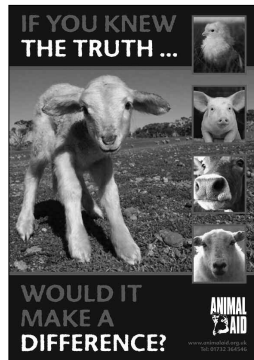
Adapted from 'Vegan Campaigning Tactics' by Vegan Campaigns

Promoting veganism on street stalls is a great opportunity to introduce people directly to vegan food and a cruelty-free lifestyle, especially while they are out shopping and thinking about buying food and clothing items.

Adapting a street stall to promote veganism is easy. Make sure all the literature on display relates to veganism. Offer free vegan food samples – this helps to draw people over to the stall and gives them the opportunity to see and try alternatives. It's also a good idea to put some samples on a separate tray, which one person can offer to passers-by – another good way to get their attention. Make sure any signs or posters are positive. For example, they might feature food pics or info about health benefits. Once you've drawn people to the stall you can give them literature and start a conversation.

What type of literature should I offer?

Offer information on why people go vegan. Include health and environmental reasons as well as information about the meat, dairy and egg industries. People also like practical guides about going vegan, so offer recipe booklets, nutrition information sheets, local guides on vegan eating and shopping and even some ideas about other cruelty-free products, such as toiletries and clothing. Contact Animal Aid for a range of vegan resources.



What type of food should I offer?

If you or someone you know is good in the kitchen, then home-made food samples are always nice. Try and have copies of the recipes available so that people can make them for themselves. Not everyone likes cooking so have some shop-bought samples as well – you might even be able to get some donated by a friendly, ethical company. Put the packets on show. Then people will know what to look out for in the shops. Imitation meat and non-dairy cheese products are always good for illustrating the existence of direct alternatives. And chocolate and sweet foods are a guaranteed crowd puller!

Free vegan food fayres

Adapted from 'A guide by Realfood'

Free vegan food fayres are an excellent way of spreading the cruelty-free message. Visitors are introduced to animal-free food in a relaxed atmosphere where they can also learn more about veganism. The question 'what do vegans eat?' is automatically answered, and the large

variety of foods available comes as a welcome surprise to many.

Food fayres are being organised all over the country and becoming a popular method for promoting veganism. They are a great way to get new people involved in campaigning and to convert new veggies and vegans. It is also a good way to introduce veganism to the wider community. They do take quite a bit of organising and there's lots of jobs to do on the day, so don't try and organise something on this scale unless you have help.

What do I need to do?

1. Book a room, preferably with a kitchen and tables and chairs you can use. You may need to compromise on price, location, size and décor of the room. It is worth making a compromise to get a location close to, or on, the main shopping street, as the more people you can get through the door the better.
2. Produce a poster and leaflet advertising the event. Remember, you want to attract as many non-veggies as possible so think about the wording on the advertising.
3. A couple of weeks before the event, put up posters anywhere that will take them, such as libraries, sports centres, community centres, local retailers, health food shops, colleges and universities. Door-drop the leaflet in neighbourhoods in the location of the event. There might also be some relevant green or health events at which you could hand out leaflets. Try to avoid events where there might already be lots of veggies or vegans.
4. Ask national organisations if they will send news of the event to their supporters.
5. Decide what food you are going to give out and whether it will be a cold or hot buffet, or a bit of both. If you are offering hot food, the cooking logistics will need to be worked out carefully beforehand. It is a good idea to have some home-made items as well as shop-bought. Companies like Redwoods and Fry's often donate food to these types of events so contact them at least a few weeks in advance. Make sure you display labels for all the food so people know what they're eating.





6. Decide if you want to show any films or have any information stalls at the event. Have at least one stall offering literature about veganism and nutrition.

7. Write a press release about the event. About two weeks before, send it to local radio stations and newspapers. Send it out again a few days before the event and follow up with a phone call the day before. As well as telling the press the event is on, invite them to bring a photographer along. If they don't come, take your own pictures and send a report to the media with the pictures as soon as possible after the fayre.

8. Write letters advertising the fayre to your local newspapers' letters pages.

9. Produce an evaluation form that you can hand to people as they enter the event. Have a box that they can put it in on their way out. This way you will be able to see how successful the event was and incorporate any feedback into your next one. Types of questions to ask include what their current diet is, whether they are thinking of changing their diet after the event, what their favourite food at the event was and whether they have any comments.

10. To help pay for the event, place some donation tins around the venue (make sure that they are tied down), or on the front desk so that people can donate on their way out. Another good fundraiser is to have a raffle.

Things to remember

Before the day

- Make sure transport to get the food to the venue is sorted out in advance.
- Make sure you have enough knives, forks and plates. If you are going to be organising more fayres, consider buying some cheap cutlery and plates, as this is more environmentally friendly than purchasing paper plates and plastic cutlery each time. The venue might also have some you can use.
- Make sure you have vegan drinks to offer people. You could buy or ask companies to donate.

On the day

Put up advertising boards outside the room and nearby.

- Put up arrows showing the way to the fayre.
- Have people outside leafleting passers-by. They could also take out some food samples to get people's attention.
- Set up a table of literature in the room.
- Put up posters around the room (not gory ones as the fayre should be a positive event).
- Make sure donation tins are obvious.
- Set up a welcome table at the entrance and have someone handing evaluation forms to people as they come in and taking them back as they leave.

For more information on organising food fayres contact the Animal Aid Campaigns team.



Don't get down...get active!

The most important thing is never to lose sight of what we are fighting for. You may sometimes feel disillusionment and despair at the things you see and the attitudes you encounter, but remember that the best cure for despondency is always action.