

PETA'S GUIDE TO CAMPAIGNING AGAINST FUR



This checklist will help you make sure that you are on top of everything that needs to be done in order to organize and carry out a successful protest. Whether you're working on your own or as part of a group—a newcomer to the animal rights movement or a veteran activist—this checklist will help you come across as professional and prepared.

PETA's International Grassroots Campaigns Department is available to help with your efforts to stop animal abuse and suffering. You can contact us for anything at any time, whether to send you materials for a demonstration, help you strategize, or answer any questions that you may have.

In addition to the resources at PETA.org, our Action Team coordinators are always available at **757-622-PETA** and ActionTeam@peta.org. And don't forget to check out our Action Center and sign up for the Action Team so that we can continue to work together.

Thank you for everything that you do for animals—together, we can make a difference.

Good luck!

BEFORE THE PROTEST

- **Choose a target.** You can protest against anything under the sun, but it's crucial that you have a strategy to make your activism as successful as possible. Check out the campaigns on PETA.org if you need some ideas, and e-mail ActionTeam@peta.org to discuss some possible targets.
- **Select your location.** Choose a location that is near a busy street or has a good amount of foot traffic. People in passing cars should be able to see you, but more importantly, you should be able to distribute leaflets to passersby. The location should go with the campaign. If there's a local store that sells fur, try to hold the protest on the public sidewalk in front of the store. If you can't do it there, at least hold the protest in a busy area near the store.
- **Keep it short.** A typical protest should last only about an hour so that attendees will retain their enthusiasm the whole time. The best time for a demonstration is on a weekday at around 12 noon, during the lunch hour. A Saturday between 10 a.m. and 2 p.m. is also a good time because many people will be out and about.



- **Contact local authorities.** To ensure a stress-free protest, it is a good idea to contact the local police department to see if you need a permit. Someone there can walk you through the steps of obtaining one. Be sure to carry the permit with you on the day of the event as well as the name, title, and phone number of your contact at the police department.
- **Contact us to request free signs and leaflets.** Professional designers have created the best resources available to spread the word clearly and effectively. Please provide as much advance notice as possible as well as details on your target and location so that we can get the appropriate quantities of these resources out to you. At least two weeks is ideal.

- **Spread the word.** Promote your protest on Facebook, Twitter, and any other social networking sites, and e-mail everyone you know with the details. You can also post the information on the local animal rights Meetup group if there is one.
- **Know the facts.** Our Action Team staffers will send you information and factsheets to review before the protest. Make sure that you and your fellow protesters are well informed so that you can clearly explain the issues to the people you're trying to reach. Print a few extra copies of the factsheets to bring to the protest.
- **Get directions and arrive early.** Allow plenty of time to park, and stay at the demonstration site for the whole protest. Other activists may show up at the end of the event, and some will come early. You don't want to miss them!
- **Check the weather forecast and dress to impress.** It's important to be inviting and easy to speak with so that you can focus on communicating your message. You are there to talk about the issues, not answer questions about your fashion sense. If you have a PETA T-shirt, especially one that relates to the campaign, wear it. Remove your sunglasses to make yourself more approachable, and no smoking or chewing gum at the protest, please!

DURING THE PROTEST

- **Greet the activists.** Ask them for their names and e-mail addresses (we will send a sign-in sheet) so that you can contact them for future events. Go over the facts of the campaign briefly so that everyone will be prepared to answer any questions from the public.
- **Make sure that activists are standing up and holding signs prominently.** Ask them not to lean, sit, or look bored. It's also important that you focus on reaching people—that means minimizing conversations with other demonstrators and maximizing your interactions with members of the public.
- **Don't yell at or argue with those who disagree with your message.** Thank them for their comments and hand them a leaflet. You don't want potential allies or the media viewing or filming anything but positive, focused outreach efforts.

- **Take photos.** You may want to run photos in your newsletter if you're a local organization. You can also post them on Flickr or any social networking sites. Send us a copy, too, so that we can inspire others with your hard work!

AFTER THE PROTEST

- **Write a letter to the editor of your local newspaper.** Be sure to suggest PETA.org as a place where readers can find more information.
- **Send a follow-up e-mail.** Thank the people who came and attach pictures from the event.
- **Let us know how it went.** We would love to hear about the protest and begin brainstorming for the next one! Send pictures, contact information for the activists who attended, and a brief synopsis of the event.

MATERIALS CHECKLIST

Remember to bring the following materials to your demonstration:

- Campaign materials (e.g., posters, leaflets, videos)
- Extra factsheets about the campaign
- Camera
- Permit and the name and number of your contact at the police department
- Cell phone
- Activist sign-in sheet
- Pen