

NEVER BE SILENT.

Whether this is your first protest or you are a veteran activist, we've put together the following list of valuable tips for making every protest as effective as possible for animals:

- **Leave animals at home.** We love companion animals, but the best place for them is not at a demonstration, where cars are whizzing by, where there is no access to shade in hot weather, and where they are exposed to a number of other dangers.
- **Dress conservatively.** It's a sad fact that people will judge you by the way you look. It's not fair, but we are working for animals. We don't want to distract people from the issues. To appeal to the masses, we need to look like them.
- **Refer any media to the PETA campaigner who is leading the demonstration.** Our representatives spend hours upon hours preparing for media interviews in order to make sure that we get the best coverage possible for animals.
- **Stand and hold signs prominently.** Leaning, sitting, eating, smoking, sipping on a drink, or chatting isn't the way to convince others that you're there for something important. It is also best to avoid wearing sunglasses—it's easier to connect with people and interest them in a leaflet when you are able to make eye contact. Let's make sure that passersby and the media see you as the passionate animal advocates you are!
- **Please don't yell at or argue with those who disagree with our message.** Thank them for their comments and hand them a leaflet. Potential allies, those who have not yet made up their mind on the issue, and media will be impressed with your poise and ability to hold the high ground!
- **Bring your friends and family!** Having many people attend shows the public that speaking out against cruelty to animals isn't a fringe thing and that there are compassionate people everywhere who are using their voices to speak up for animals.
- **Don't forget to sign in.** Even if you're already a PETA member, signing in ensures that we can send you photos and media coverage from the demonstration!
- **Have fun!** Know that you're helping to stop animal abuse, and take pride in what you're doing.



PETA