

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:

- **First, have fun!** Know that you're helping to stop animal abuse, and take pride in what you're doing.
- **Take your friends and family!** Having many people attend the protest shows the public that speaking out against cruelty to animals isn't a fringe thing and that compassionate people everywhere are using their voices to speak up for animals.
- **Leave animals at home.** We love animal companions, but the best place for them is safe at home, not at a demonstration, where cars are whizzing by and there may be no access to shade in hot weather.
- **Dress conservatively.** To appeal to the masses, we need to look like them. 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, and we don't want to detract from our message.
- **Stand up straight and hold signs prominently.** Leaning, sitting, eating, smoking, sipping on a drink, and chatting on the phone aren't going to convince others that you're there for something important. It's also best to avoid wearing sunglasses—it's easier to connect with people and interest them in a leaflet if you're able to make eye contact. Let's make sure that passersby and the media see you as the compassionate animal advocate that 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 minds on an issue, and the media will be impressed with your poise and ability to take the high road!
- **Take effective photos.** Close-up and candid shots are better than faraway ones. Photos are more effective when you can see a person's face and read their emotions. Try to get pictures of people in action and engaging with one another and include something in the background that indicates where people are, such as the name of a fast-food restaurant or an arena. Plan your shots and pay attention to the details. Is there enough light? Are people holding their signs right side up? Look at the photos on this page and try to emulate them.
- **Share your photos with your Action Team coordinator as soon as possible after the demonstration has ended.** Please post your demonstration pictures on Facebook and other social-networking sites, and remember to share them with the other activists who attended your event as a way of thanking them for joining you and everyone else.
- **If this is a PETA event, please sign in at the event and direct any media to the PETA campaigner.**



PETA