



*PROPERTY OF:*

*NAME* \_\_\_\_\_

*PHONE* \_\_\_\_\_

*EMAIL* \_\_\_\_\_



This planner is designed to help keep you organized and inspired in your important work as an Animal Rights Advocate. It places contact information, goals, actions, date tracking, tips, ideas, financial contributions and inspiration all in one place.

## **Let's get started!**

On the next page are some specific and ongoing activism categories and campaigns to consider. Our hearts, lifestyle experiences, education and location will all play a part in the type of activism we gravitate to.

There are many organizations and individuals doing great work on each of these campaigns. Depending on how you want to contribute, you may be called to join a reputable group(s) or start your own grassroots campaign. Google what is going on around you for more ideas. List the areas of activism you plan to target.

Use the blank pages in the back to create your own personalized content.



**Animal Agriculture:** This is responsible for most of the animal cruelty experienced on the planet affecting billions of sentient animals each year and is a significant cause of climate change.

**Companion Animals:** Overpopulation, abuse, neglect and abandonment are some of the issues facing pets across the world.

**Animal Testing / Vivisection:** Every year, tens of millions of animals are dissected, infected, injected, gassed, burned and blinded in university and independent research facilities.

**Fur fashion:** The fur industry mistreats and kills more than 50 million animals a year.

**Down and Feather Industry:** Down, the undercoating of waterfowl such as Duck or Geese. The feathers are a by-product of the meat and egg industry but many are kept alive and plucked repeatedly.

**Animals for Entertainment:** This includes zoos (city, roadside, county fair, petting zoos), circuses, horse carriages, camel rides, sea (water) exhibits, movies and television, rodeo, bull fighting and so on. These are few from a long sad list.

**Species Extinction:** Each year we are losing species at a staggering rate. Much of this is due to loss of native habitat to graze or grow grain for cattle. Other causes include trophy hunting, poaching, ocean acidification, and pollution. Look around you, land, air and sea for more reasons.

My specific campaign(s) to target:

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✓ \_\_\_\_\_  
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## Contact Information

A large part of activism is frequent involvement with our elected officials, government agencies, media and various other groups. This may be in the form of letter writing, emailing, phone calls social, media messaging, and so on

Having current contact information readily available will not only save time but may prompt additional action (s). Keep this section as updated as possible, especially after an election whether it be at a National, state or Local level. Use a pencil for periodic updates

# Local Contact Information

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## **Government**

Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

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## **Media**

### **Newspaper**

Name	Phone
Email	Website

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Name	Phone
Email	Website

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### **Radio**

Name	Phone
Email	Website

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### **TV/Cable News**

Name	Phone
Email	Website

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## **Groups - Websites**

Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

# State/Province - Contact Information

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## **Government**

Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

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## **Media**

### **Newspaper**

Name	Phone
Email	Website

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Name	Phone
Email	Website

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### **Radio**

Name	Phone
Email	Website

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### **TV/Cable News**

Name	Phone
Email	Website

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## **Groups - Websites**

Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

# National Contact Information

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## **Government**

Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

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## **Media**

### **Newspaper**

Name	Phone
Email	Website

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Name	Phone
Email	Website

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### **Radio**

Name	Phone
Email	Website

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### **TV/Cable News**

Name	Phone
Email	Website

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## **Groups - Websites**

Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

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Name	Phone
Email	Website

## Additional Contact Information

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Name	Phone
Email	Website
Notes	

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Name	Phone
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# Goals and Action Log



This is where we start to take action and make a difference. Having goals on paper is an effective way to organize your thoughts and actions. Tracking these actions will be validation for all your work. I used to think I wasn't ever doing enough until I started writing down every action I took no matter how small, I then became quite impressed and more inspired.

This is your personal activism journey so using this outline can be as exact or informal as you are comfortable with. Start with listing your goals for the month / week and log your action(s) as you go. Some activism work requires follow up so marking the calendar section or setting a reminder on your phone will be very helpful. And as always, can this action be shared on social media.

Begin each month/week with a quote, mantra, statement or anything that inspires you in that moment. Inspiration is everywhere and staying positive will bring more positivity into your activism.

*Inspiration: "Activism is my rent for living on this planet" -  
Alice Walker.*

Month/Week \_\_\_\_\_

*Inspiration* \_\_\_\_\_

Goals



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Date

Action \_\_\_\_\_

Follow up? \_\_\_\_\_ Share on social media? \_\_\_\_\_

Date

Action \_\_\_\_\_

Follow up? \_\_\_\_\_ Share on social media? \_\_\_\_\_

Date

Action \_\_\_\_\_

Follow up? \_\_\_\_\_ Share on social media? \_\_\_\_\_

Date

Action \_\_\_\_\_

Follow up? \_\_\_\_\_ Share on social media? \_\_\_\_\_

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Date \_\_\_\_\_  
Action \_\_\_\_\_

Follow up? \_\_\_\_\_ Share on social media? \_\_\_\_\_

Date \_\_\_\_\_  
Action \_\_\_\_\_

Follow up? \_\_\_\_\_ Share on social media? \_\_\_\_\_

Date \_\_\_\_\_  
Action \_\_\_\_\_

Follow up? \_\_\_\_\_ Share on social media? \_\_\_\_\_

Date \_\_\_\_\_  
Action \_\_\_\_\_

Follow up? \_\_\_\_\_ Share on social media? \_\_\_\_\_

Date \_\_\_\_\_  
Action \_\_\_\_\_

Follow up? \_\_\_\_\_ Share on social media? \_\_\_\_\_

Date \_\_\_\_\_  
Action \_\_\_\_\_

Follow up? \_\_\_\_\_ Share on social media? \_\_\_\_\_

Date \_\_\_\_\_  
Action \_\_\_\_\_

Follow up? \_\_\_\_\_ Share on social media? \_\_\_\_\_

2017

JANUARY	FEBRUARY	MARCH	APRIL
MAY	JUNE	JULY	AUGUST
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

2018

JANUARY	FEBRUARY	MARCH	APRIL
MAY	JUNE	JULY	AUGUST
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

Week of \_\_\_\_\_








Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

Week of \_\_\_\_\_

Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

## Activism Tips

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-  Stay positive when it matters. Our aim is effective outcomes. Leave judgment and anger at home where you can revisit it later if you choose, but during the encounter do what is best for the outcome.
-  Read your audience. Have different talking points depending on who you are presenting to. Different age groups tend to care about different issues or the same issue differently. For instance, older people tend to care more about health and younger people care more about environment and animals.
-  Get your facts right. When letter writing, presenting or speaking out, have a source for your facts to maintain credibility. This will serve you well especially when dealing with a government entity, media and even interested skeptics.
-  Understand who you are talking to. Many will have little or no knowledge of the issues or cause you are advocating. Patience and understanding along with education will go a long way. That said, do not waste your time or emotional energy on someone that will not listen no matter what.
-  Be prepared. There are many times we find ourselves in teaching and advocating situations we weren't expecting. Always be armed with leafletting materials, cards, fliers and factual information.
-  You don't have to know everything. You don't have to be a doctor, nutritionist, scientist, lawyer, psychologist or animal expert to be an excellent advocate. When that person who wants to argue every angle comes along, make your point then calmly refer them to the internet, books or documentaries, etc. for further knowledge.
-  Stay up to date. New laws, research, technology, campaigns, books, documentaries, undercover investigations, and trends are continually advancing. Keep as current as possible to build on what is already being done.





Create a support network. Family, friends, your community, and those closest to you may not understand and may even reject or ridicule your activism. Surround yourself with at least one, preferably more people to provide the support you need. Look online if need be.



Self-care. This is the most important tip! Good emotional health is vital to stay effective and keep you from getting burned out or distressed. Check in with yourself regularly and have a plan in place to help you emotionally recharge. Complete the self-care section later in this organizer and adhere to it faithfully.

Add your own tips specific to your activism and refer back to them often.



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## Action Ideas

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Along with some bigger campaigns and direct action you may start or get involved with, here are some easy and fun ideas to consider as part of your daily activism. Be sure and note every action in the Goals/Action portion of this planner to keep you motivated.

-  Put flyers or posters on neighborhood, public and community boards or spaces including college campuses, health food stores, electric poles, etc.
-  Chalk art sidewalks with your message.
-  Start a meet up group for vegans and vegetarians.
-  Write a vegan cookbook for your local community. Include restaurants you frequent and grocery stores you shop at so they may be encouraged to display the book. Everyone loves local right now.
-  Start a local blog writing about and reviewing local restaurants serving vegan food. We have a local person doing that in my town and she has quite a following.
-  Organize or participate in vegan cooking demos, food tastings and potlucks for your community.
-  Request local coffee shops to carry non-dairy milk. You may take this further and contact local hotels, restaurants and any establishment serving dairy to offer non-dairy options.
-  Leave a card or note for the restaurant owner thanking them for having vegan options.
-  Attend environmental action group meetings and educate them on the impacts of animal agriculture.
-  Write songs, plays, do art, march in parades, make an impactful Halloween costume.

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-  Ask local theaters to show new documentaries showcasing animal rights, veganism, environment, etc.
  -  Sponsor speakers to talk with schools or community centers about animal agriculture or the benefits of a plant based diet.
  -  Prior to traveling, contact any hotels you will be staying at that serve breakfast and ask them to have dairy free milk vegan bread and cereal available. Follow up with them after your stay to thank them or voice a complaint.
  -  Post reviews on Yelp. Owners and managers will usually take your reviews seriously and consider making changes.
  -  Visit and review restaurants on HappyCow.net. Let the owner know you found them on HappyCow. You can also add to HappyCow.net a restaurant that has vegan options. The owner will be contacted and hopefully be encouraged to offer more options.
  -  Host a movie night at your home for friends, family and neighbors showing your favorite documentary. I've had great success with Forks over Knives and Cowspiracy. There are so many great documentaries out there, this could be a monthly thing.
  -  Read local newsletters and publications and respond to articles accordingly. My Co-op wrote in their newsletter about a local dairy giving them a gold star rating. I educated the author on their practices and advised her the gold star rating should go to our two local animal rescues trying to save these animals.
  -  Contact your local animal rescue shelter(s) and ask them to adopt a vegan policy for their events, if not doing so already. [Animalplace.org/food-for-thought](http://Animalplace.org/food-for-thought) has information on how to do this.
  -  Wear your cause proudly: Shirts, caps, jackets, socks, tattoos. All will start a conversation. (Be prepared with leaflets).



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If you have ever donated to any environmental group you are now flooded with mail from all environmental groups. Contact these groups and ask them what their campaign is to fight methane output and water pollution from animal agriculture.



Forward all petitions related to your cause to everyone you know and ask them for support. If appropriate, ask them to make calls or emails on behalf of this issue as well. You can also start a petition yourself through [Change.org](https://www.change.org) or [Care2.org](https://www.care2.org).



Be vocal to friends and family about products you know that do animal testing. Share information and videos.



Call, email or text radio or television stations if they are discussing a topic relating to your cause.



Contact popular food bloggers and ask them to post more plant based recipes.



Take omnivore friends and family members to a reputable local animal rescue or sanctuary. Or if you know they visited the zoo, circus, wildlife park, or rodeo, use that opportunity to gently educate.



Go to local a vegfest and invite friends. I go to Portland Oregon every year for their vegfest and bring home tons of samples to taste test with friends. An educational and fun conversation is part of the deal.



Listen to, support and share podcasts who support your cause. There are so many these days but some of my current favorites are [ourhenhouse.org](https://ourhenhouse.org), [joyfulvegan.com](https://joyfulvegan.com) and [mainstreetvegan.net](https://mainstreetvegan.net) which cover the full spectrum of animal rights. Go down the rabbit hole of podcasting! Or start your own.



Write an article in your local newspaper promoting events such as "veganuary" and "meatout".

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Add your own action ideas specific to your activism and refer back to as needed.



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# Self - Care

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Animal activism is emotionally hard! We do our work because we feel called to do something when we see cruelty and injustice. But eventually issues we may personally face are compassion fatigue, burnout, vicarious trauma, overwhelming sadness and stress. These risks can affect ourselves, our partners, our families and those that we work to protect.

Regularly checking in with yourself and having a self-care plan in place will help negate continued problems. There are many books, articles and online forums dedicated to this subject. Please make this section a priority because you, your loved ones and the animals need you healthy and effective!

Use the Support Groups listed below whenever any of these issues arise.

## Activists Emotional Support Services

In Defense of Animals - [www.idausa.org/SustainableActivism](http://www.idausa.org/SustainableActivism)  
free services include webinars, support groups and counseling by phone  
text or email at **800-705-0425** [activistsupport@idausa.org](mailto:activistsupport@idausa.org)

Below, make a thorough and comprehensive self-care plan and commit to it regularly.

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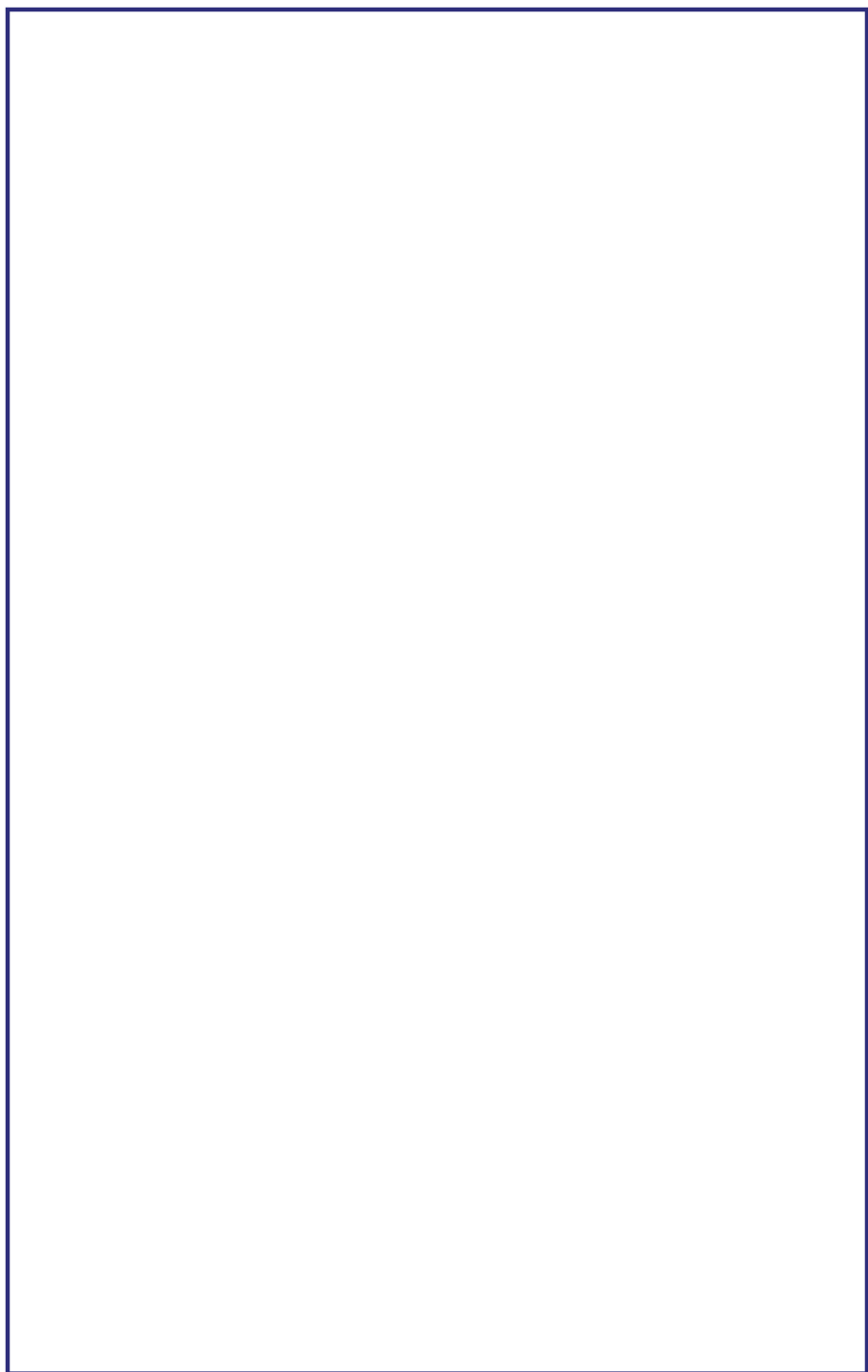
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## **Inspiration**

Quotes, stickers, blogs, websites, podcasts, books, lectures, videos, documentaries, people, movement success stories anything and everything to keep you motivated and inspired.





# Financial Record

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Date	Contributions	Date	Expenses

# Financial Record

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Date	Contributions	Date	Expenses



