

Create the **WORLD** You Want to See

Guide to Launching Your Own Campaign to End Speciesism



peta2

© iStock.com/ArtemiyAnastasiy • Dog: © iStock.com/ArtemiyAnastasiy • Rabbit: © iStock.com/kazvaz07



So your animal rights club is up and running—now what?

It's time to have some fun! People will join your club because they want to feel empowered and make a difference, so give them what they want by working together to plan and carry out an animal rights campaign. Once you have a solid club, launching a campaign is a great step to take. And even if your club is small or you're starting off with the power of one, you can still take action for animals.

Is creating a campaign right for you? Close your eyes and imagine being at school or in your community. Look for things you'd like to change. Do you see anything speciesist? Maybe a local store sells leather handbags or a class at your school dissects animals. Maybe your prom is scheduled to take place at an animal-abusing facility, like an aquarium or a marine park, or your school's dining hall has no vegan options. That's where you come in.

By starting your own campaign, you can have a big impact at your school and in your community. Your voice is extremely powerful and can do a lot to help animals, and this guide will help you amplify it by brainstorming, strategizing, and taking action to win big victories and end speciesism wherever you see it.

If you have questions about anything in this guide, please e-mail us at hello@peta2.com. Thanks for all you do for animals.

Sincerely,

The peta2 team

Table of Contents

Choosing a Campaign and Targets	3
Strategizing	4
Setting Goals	11
Escalating Your Campaign Actions	12
Creating an Online Presence	13
Organizing Protests	18
Success Stories	21

Choosing a Campaign and Targets

Considering the five W's (who, what, where, when, and why) makes it easy to choose a campaign and a target:

1. What do you want to change? What outcome do you want to see? Here are some campaign examples.

- **Petition for more vegan options in your school's cafeteria:** Talk with people in dining services, show them how much support there is for healthy vegan meals, and ask them to make sure there's a vegan option at every meal.
- **Get a vegan dining station:** Once you've established the demand for vegan food and built a positive relationship with dining services, start working to secure an all-vegan station or dining hall!
- **Cut out animal dissection:** Humane teaching tools have proved to be more effective as well as much more financially viable for schools.
- **Keep cruel animal displays away:** Let your school administration know that these barbaric relics aren't compatible with the more evolved environment of modern schools.
- **Cancel a trip to SeaWorld or another marine park:** If your school plans to host an event at a local marine park, rally students to insist on ditching the *abusement* park for a humane option.
- **Ban live-animal mascots:** Costumed "animal" mascots are ethical and pose no danger, unlike live animals such as bears and tigers. (Yes, some schools still use real animals during football games—ugh. If yours does, work with it to have the mascot retired to an accredited sanctuary.)
- **Replace glue traps:** Sadly, lots of schools and companies still use vile glue traps to catch mice and rats. Work with them to switch to humane, nonlethal options.

2. Who will be involved in making the change you want to see?

- Are you targeting a specific department, company, or person?
- Who is the decision-maker on your issue?
- Will you be speaking to administrators, a store manager, or someone else?
- Who can give you support?
 - ▶▶ Connect with other social justice clubs on campus or groups in your community (for example, groups that focus on the environment or women's rights) to reach more people and form relationships that could help you in future events and campaigns. Attend their meetings to show support—maybe they'll attend yours and support your campaign!
 - ▶▶ If you're working on a school issue, gather support from other students, your parents, and even teachers and other staff members.



3. Where would this change be made?

- Would it be campuswide? In only one dining hall? In your school lunchroom? In every school lunchroom in the district?
- Would it be at a business in your community?

4. When should this campaign be carried out?

- Is it time-sensitive?
- Is it a yearlong campaign to fix a widespread problem?

5. Why should people care about this issue?

- Consider why it should be important to everyone in the community. For example, if you're planning to campaign for a vegan dining hall at your school, keep in mind that the number of vegetarian students at U.S. colleges has increased by 50% and the number of vegan students has more than doubled.
- Many students care about the impact of animal agriculture on the climate, too. Tailor your message to your audience!



Hopefully by now you've got your campaign selected and your targets in mind.

Creating change is sometimes as simple as asking for it, so start by speaking directly to the targets prior to beginning the campaign. Let them know what you want and why, and if they show no willingness to change, then it's time to strategize.

Strategizing

Get your club together to start planning the actions you'll take to win your campaign. Contact us at hello@peta2.com to brainstorm!

Here are six strategies to help your club's campaign gain momentum:

1. Plan ahead.

- Determine which events you want to hold within your given time frame (whether it's a quarter, a semester, or the rest of the year), taking into consideration any vacations or holidays that may be coming up. Knowing that you'll be busy with things like projects, exams, or work during a certain period can help you plan for optimal timing of club events.
- Add your school and work schedules to your personal planner or calendar so you can see what's coming up and have all activities in one place.
- Don't just plan ahead—schedule early! If you're in school or working, try to set dates for all your events during the first semester of school or prior to a busy season at work so you're not rushing to plan events while you're distracted by other pressing tasks.



2. Talk to decision-makers.

- Make a clear argument explaining why they should care about the issue.
- Practice presenting your argument with a friend or professor.
- Think about reasons why the decision-makers may say no to your proposal, and prepare talking points to address each reason.

3. Inform the community about the issue.

- Hand out leaflets, set up an information table, and collect signatures on a petition.
- Make your presence known, whether your campaign is happening on campus or in your community, and get people talking.
- Be creative! peta2 has tons of resources for you to use, including free stickers, leaflets, and signs. Just e-mail us at hello@peta2.com.

4. Recruit new club members and delegate tasks. (See page 8 for an action checklist.)

- It's really important to have lots of people supporting your campaign. Let your peta2 contact know about your event ahead of time and we may even be able to alert members and supporters in your area to come out.
- You can't do it all on your own—give people their own tasks to accomplish.
- Build relationships with the people you're working with. Organizing is overwhelmingly about personal relationships—so be sure to keep your club members updated on your campaign's progress and next steps.
- Uncover people's strengths and make the most of them! Is someone really good at public speaking or very artistic? Meet often to discuss what each club member can do. You can meet in person or virtually, even just in a group text or direct message. Consider starting a channel on Discord for all members to interact and get to know each other.

5. Promote your campaign.

- Post on social media (your club's and/or your personal account): If your campaign is targeting your school, urge people to comment and leave polite messages supporting your project.
- Use campus media: Write letters to the editor, talk to student or professional journalists, get a message in the morning announcements, or even sign up to write for your newspaper so you can make sure animal issues are always in the news.
- Collaborate with other student groups: Remember that environmental club or the gaming club? See if they'd join you and put their talents to use for animals, too.
- Put up posters around campus: Get your message out there by displaying posters or flyers on campus. We can send you some or give you tips on creating great-looking materials.

6. Be consistent.

- Pick a certain day each week to protest, table, or take action in other ways.
- Meet with decision-makers once a month to discuss your campaign goals and demands.
- Keep talking to people—don't let them forget what you're trying to do. E-mail us at hello@peta2.com if you need some fresh ideas!



Action Delegation Checklist

As someone organizing an action, you have the important job of delegating tasks in preparation for events like protests! Doing so empowers your members to learn new skills and take action for animals. When everyone is invested in the outcome of an event, it's easier to score victories that will help achieve our goal of animal liberation. Sharing work also builds trust and a sense of community within your club, which will help it continue to grow. On the checklist below, choose some of the tasks to do yourself and delegate others to your club members based on their strengths and interests:

Tasks	Deadline	Name
Before the Event		
• Choose a location, date, and time. Notify us at hello@peta2.com .		
• Contact the local police department (using the non-emergency number) and ask if you need a permit.		
• Promote your event on your club's social media accounts, and post reminders for your volunteers leading up to the event.		
• Prepare talking points in case you're interviewed, and practice in advance.		
During the Event		
• Unpack materials so that they're easier to hand out to volunteers.		
• Greet volunteers, collect their names and contact information, and pass out materials.		
• Lead a briefing to go over your message once all volunteers have arrived.		
• Take photos and video footage to post on social media.		
• Hand out leaflets to passersby and otherwise engage with them.		
• Lead chants.		
• Represent the club during interviews.		
After the Event		
• Thank volunteers and lead a debriefing, asking volunteers how they felt the event went and discussing its importance.		
• Collect all materials, and pick up any trash.		
• Then as soon as you have time, give your contact at peta2 a little recap, with photos/videos and details like how many people you engaged with.		

Strategy Chart Example

Goals	Organizational Considerations	Your Allies and Opponents	Targets	Actions
<p>1. List what you hope to accomplish with your campaign. What are your long-term goals?</p> <p>2. What are the intermediate goals of the campaign? How will you win concrete improvements for animals?</p> <p>3. What short-term or partial victories can you win as steps toward your main goal? Campaigns can be long and difficult, and short-term goals are helpful because they allow club members to see small victories along the way.</p>	<p>1. List the specific ways you want your club to grow with this campaign.</p> <ul style="list-style-type: none"> • Increase the number of members • Offer more leadership opportunities <p>2. List internal factors that must be considered if the campaign is to succeed.</p> <ul style="list-style-type: none"> • Will the campaign cost your club money? How will you raise funds? • What problems could arise during the course of the campaign? 	<p>1. Who cares about this issue enough to support the campaign?</p> <ul style="list-style-type: none"> • Who should care? • Why should they care? • What risks would they be taking by supporting it? • What power do they have over the targets? <p>2. Who are your opponents?</p> <ul style="list-style-type: none"> • What will your campaign victory cost them? • What will they do (and how much will they spend) to oppose you? • How strong are they? 	<p>1. Primary targets</p> <ul style="list-style-type: none"> • Who has the power to make the change that you want to see for animals? • What power or influence do you have over them? <p>2. Secondary targets</p> <ul style="list-style-type: none"> • Who has power over the secondary targets? • What power or influence do you have over them? 	<p>1. For each target, list the actions that your club can take to achieve a victory for animals. Actions may include but aren't limited to these:</p> <ul style="list-style-type: none"> • Creating petitions • Writing letters • Contacting the media (like a school or city newspaper) • Meeting with the school administration • Holding fun events to build your club and spread the word about your campaign • Providing information at teach-ins • Holding protests



petar2 | Strategy Chart

Goals	Organizational Considerations	Your Allies and Opponents	Targets	Actions

Setting Goals

Working with your club to set and achieve goals will help keep you motivated and inspired by focusing your attention and emotions.

Try setting SMART goals:

SPECIFIC

Be clear and explicit about your campaign goal. (For instance, by the end of the semester, you want to have met with the dining manager four times.)

MEASURABLE

Make your goal precise enough that you can measure your progress toward reaching it.

ACHIEVABLE

Make sure your goal can be achieved. Consider questions like these:

- How many people are in your club?
- Will you need to recruit more people to help accomplish this goal?

REALISTIC

Ensure that your short-term goal will contribute to reaching the overarching goal of ending speciesism.

TIMELY

When will you take action that contributes to achieving this goal?

Goals focus your efforts so that you work on the most effective activities, and if the goals are specific, you'll become even more energized and persistent. The uplifting and satisfying feeling of achieving a goal will keep you and your club members inspired to continue your activism.



Escalating Campaign Actions

Make sure each action you complete builds on the previous ones and brings you closer to your main goal, rather than doing things that may cause your campaign to stagnate.

Let's look at an example of the steps taken in a hypothetical campaign:

- You wrote to your biology teacher and asked for animal dissection to be replaced with a modern, animal-free lesson, but you received no response. You met with the teacher in person and were told that you weren't required to dissect but that you'd have to watch others do so.
- That's not good enough. So you tabled for a couple of weeks, handed out leaflets and stickers, and gathered petition signatures from 100 other students. Then you wrote another letter to your biology teacher and requested an in-person meeting, but your teacher refused to budge.
- Next, you went to your principal with the same letter and the petition as well as a list of all the modern, superior, non-animal teaching tools available.
- Your principal got back to you but said that animal dissection isn't a big deal and that students should just dissect. But you won't take no for an answer—and you shouldn't! The next step would be working with your contact at peta2 to organize a protest.

This is just one example, but it demonstrates steps to consider when mapping out your goals and creating a campaign action plan.



Creating an Online Presence

- **Consider making a campaign website:** List your demands and goals, and give other students a way to help.
- **Start a petition:** Creating a virtual petition using Change.org or a similar platform is one of the easiest and most effective online ways to help animals. You can also collect petition signatures to physically hand to your decision-maker using the petition in this guide (page 7). Be sure to contact us at hello@peta2.com, too, as we may be able to help you advocate far and wide!
- **Use social media:** Take advantage of social media to broaden and promote your club's campaign. Instagram, TikTok, and even Snapchat are all great ways to get your club—and your campaign message—out there.

INSTAGRAM TIPS

Posting regularly on Instagram is a surefire way to raise awareness and interest. Here's what to do:

1. [Create the perfect bio.](#)
2. Double-check for typos and grammatical errors.
3. Include interesting content that's pleasing to the eye.
4. Be professional.
5. Post regularly—you could even create a schedule for yourself.
6. Tag each relevant account, whether it belongs to a club member, your school, or a campaign target.
7. Take advantage of every feature, from Reels to carousels to Stories.
8. Go live during demos or to share important campaign updates.
9. Consider using alt text for the visually impaired.
10. Make sure animal rights/speciesism is your central theme.
11. Add a LinkTree to your bio so that your followers can easily access helpful links.



Instagram Tips

#EndSpeciesism #Veg #CrueltyFree
#AdoptDontShop #Vegan #AnimalRights
#peta2 #Animals #ConsiderAnimals

USE HASHTAGS

Think of hashtags as a way to connect your posts to a specific location, event, or conversation.

Here are a few ideas:

- Prioritize your geographic location's specific hashtags (e.g., school or community hashtags) to help your posts show up in your area, which will help grow your club. Use hashtags to raise awareness of your campaign in relevant spaces where people may not already be talking about animal rights issues (e.g., #Bacon for pig content).
- Use curated hashtags that have thousands of viewers, such as #EndSpeciesism, #Animals, #AnimalRights, #Vegan, and #CrueltyFree.
- *Pro tip:* Make a saved note with hashtags on your phone, and copy and paste to save time.

SOCIAL MEDIA TRENDS

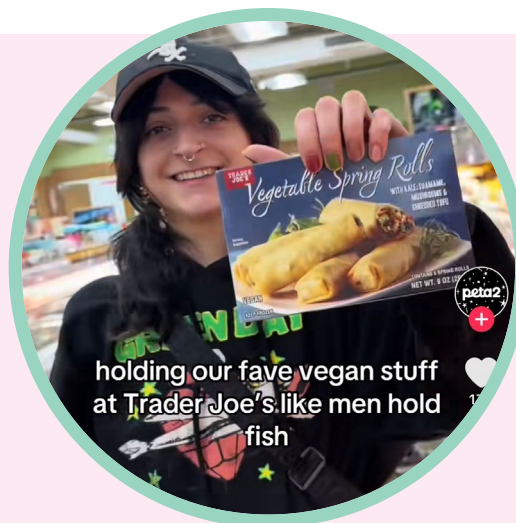
Social media is ever-changing, but one thing that's consistent is the existence of trends. On social platforms, including TikTok, Instagram, Facebook, Snapchat, and X, people all over the world come together on dance trends, topic trends, style trends, phrases, and hashtags. It's important to follow other accounts and frequently check the "trending" or "discover" sections of each platform to see what folks are talking about and how they're talking about it. Then you can create relevant content about animal rights using the latest trending methods.

MEMES

Everyone loves a good meme. Make new ones about animal rights based on some of your favorites!

SHORT-FORM VIDEO

From TikTok to Instagram Reels, you may have recognized that short-form video content has taken over social media. You can join in by making your content entertaining and relatable. Here are some ideas:



holding our fave veg stuff
at Trader Joe's like men hold
fish

- Act out skits.
- Use fun visuals and effects.
- Try various transitions.
- Choose a topic and break it into memorable bites.
- Use trending sounds and styles.
- Record several short clips at a demo and piece them together.

NEWS

Social media is the main news source for many people, especially those in the activist community. Use your account to share updates like these with your club members:

- Campaign progress and victories
- New animal-friendly products and brands to try
- Inspiration

IG CAROUSELS

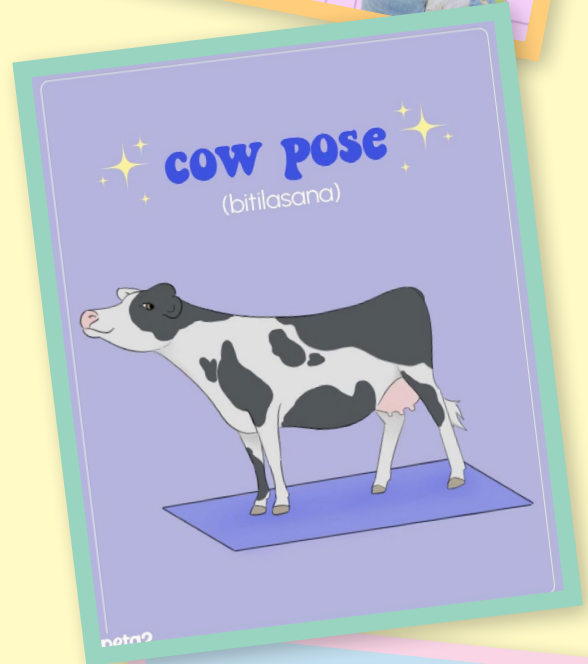
Have a complex topic that you want to unpack? Building a fact-filled carousel is a great way to inform your audience. Here are some tips:

- Thoroughly research the topic. (Don't forget to check peta2.com.)
- Break up your info into digestible pieces.
- Plan your slides so that each one is shareable on its own and not too text-heavy.
- Choose a trendy color scheme and font.
- Add visuals as needed, but don't make your slides too busy.

Instagram Tips

POSTING ON INSTAGRAM

- Be picky about your content.
 - Share high-quality material.
 - Use consistent colors and fonts for a cohesive look. (Try Canva to help you easily create trendy designs.)
 - Captions should be in your own voice—set the tone and stick with it.
- Decide how often you want to post, and be consistent.
- Post behind-the-scenes and exclusive content (for example, posts about making demo posters, creating masks, interviewing club members, etc.).
- Use #peta2 and your hub account hashtag.
 - Ask members to post with those hashtags, too.
 - Follow and check your hashtags to see what members are posting.
 - Repost (with permission).
 - If you see content that you like and want to share on your page, repost it or share it to your story.
 - This helps build relationships with influential accounts, encourages other people to post about animal rights topics, and gets more eyes on our important messages.
 - Using a question in your caption encourages people to comment, share, or otherwise engage.
 - Ask people questions in the comments, too, like “How are you helping to end speciesism?”
 - Encourage people to share your club’s content to their stories. On the following page are some examples.





This is an effective post for these reasons:

- The color theme matches our website.
- There's an engaging caption with a call to action (asking people to join the movement).
- Hashtags are used in the caption.



peta2 don't fall for misleading labels this #nationaleggday. even on "cage-free" farms, hens are often confined to crowded sheds and suffer from painful lung lesions, breast blisters, and ammonia burns from unsanitary floors

as chicks, their beaks are cut off with a hot blade without pain relief, and male chicks are typically ground up alive or thrown away to die because they don't lay eggs. make the compassionate choice and head to our bio to order your FREE "Guide to Going Vegan" today!



This is an effective post for these reasons:

- It features an eye-catching image.
- There's shareable content.
- The descriptive caption includes hashtags.
- There's a call to action.



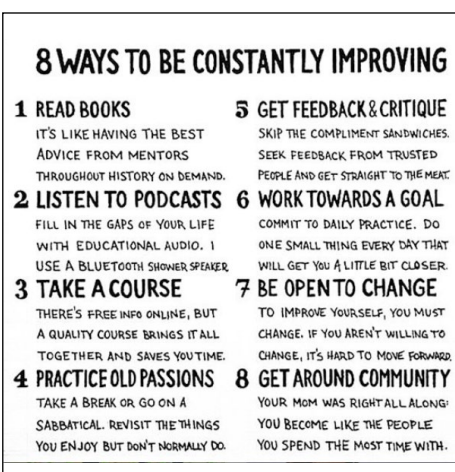
peta2 beauty should never come at the expense of animals this #nationalbeauticianday, we're thankful for the hairdressers, nail techs, and makeup artists who show compassion by only using products that were never tested on animals

head to our bio to order your FREE cruelty-free shopping guide now!



This post isn't ideal. Here's why:

- ✘ There's a lot of text, and people generally have a short attention span.
- ✘ It's very plain, just black-and-white.



"Big goals are important. You should always have a clear vision of where you would ultimately like to be. But be sure to set yourself a number of smaller goals along the way. Accomplishment drives ambition. The dream might be the destination, but the little triumphs will get you there." —Beau Taplin, campus rep #wednesdaywisdom

Instagram Tips

Here are some types of photos to avoid posting:

- ✗ Low-quality photos
- ✗ Photos in which the table banner or sign isn't visible
- ✗ Photos that don't show a costumed person with a demo poster
- ✗ Photos of people just standing around

IG Stories: Get People to Watch Them All the Way Through

- Make them pleasing to the eye.
- Keep them short.
- Use a maximum of six slides per story.
- Add interactive elements, like a quiz or a slide bar.

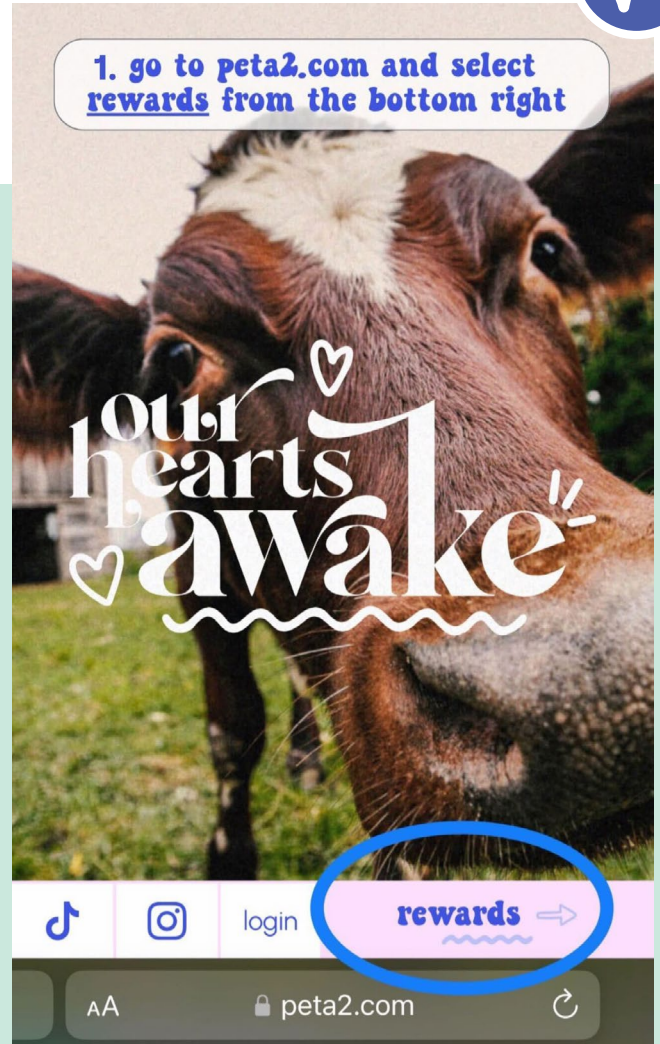
- Choose a color scheme and stick with it.
- Include numbered slides if you're creating a list (like a "top five" list).
- Make headings big and bold.

Here are some tips:

- Type out the content you want to post about, and then make stories on either Instagram or Photoshop.
- Use hashtags on stories.
- Use location tags and hashtags. (You can slide them off the screen so they aren't distracting.)
- Make content shareable so people can spread the message.



This story is colorful, and the items in the photo are arranged well.



In this story, the slide is numbered, the heading is large and bold, and the color theme is consistent.



ORGANIZING PROTESTS

Following these steps makes it easy:

Make sure you know the facts about the issue you're highlighting, and make sure your volunteers know them, too.

1. Plan ahead.

- Contact hello@peta2.com to get all the materials you need (posters, leaflets, props, etc.).
- Choose a location, date, and time. The best time for a protest is when there's heavy foot traffic—think lunchtime or dinnertime. Typically, protests last about an hour. A Saturday between 10 a.m. and 2 p.m. is a good time, since that's when many people are out and about.
- Contact your local police department (using the non-emergency number) to make sure the location where you're planning to hold the protest is public property and to ask if you need a permit.
- Promote your event on your club's social media accounts, and post reminders leading up to the event for your volunteers.

2. Take these steps before your protest starts.

- Make sure you're dressed appropriately. You could wear an animal rights T-shirt, but avoid wearing any clothing that could distract from your message.
- Arrive at least 30 minutes early to greet your volunteers and double-check your materials.
- Once all volunteers have arrived, lead a briefing to go over your message and tone and assign roles (who will hold signs, hand out leaflets, take pictures, etc.).

Organizing Protests

3. Consider this when doing outreach.

- Make sure you know the facts about the issue you're highlighting, and make sure your volunteers know them, too.
- Be kind and relatable to those you're trying to engage with.
- Use animal rights chants during your protest.

4. Know how to interact with the police.

- Make sure all volunteers know to direct any questions from the police or security to you.
- Keep your cool, and show your permit or tell the officer who gave you permission to be there.
- Know your rights. You can find some helpful resources from the American Civil Liberties Union [here](#).

5. Follow these guidelines for talking to media representatives.

- Have a designated spokesperson represent your club during interviews—this person should prepare talking points and practice before the protest.

- Go easy on statistics. (They're harder for people to relate to.)
- Always offer an action step (e.g., "Go vegan to help end speciesism!").

6. Work with your volunteers.

- Make sure everyone is attentive and looks professional.
- Keep the talking among volunteers to a minimum during the protest.
- Respond with kindness to negative comments or hecklers.

7. Wrap things up after the protest.

- Thank your volunteers and lead a debriefing, asking how they felt the event went and discussing the protest's importance.
- Collect all your materials, and pick up any trash.
- Follow up with your contact at peta2 to let us know how it went!



Success Stories

As a student, you can easily make a difference for animals, but don't just take our word for it—we've heard from many students across the U.S. who have successfully organized campaigns at their school or in their community. Here's what they had to say:



“

My student organization advocated relentlessly for our university to implement an adoption policy for the animals experimented on in the labs. It took months of sending e-mails, researching the right questions to ask, and reaching out to the higher-ups on campus, but eventually, we won this vital campaign. Caring students, faculty, and staff now have the opportunity to apply to adopt animals via a form on the university's website.

—Amanda H., peta2 Organizer, Michigan

”



“

With the help of our adviser and the peta2 team, my club was able to organize and coordinate a successful SeaWorld protest that was featured on our university's news channel. Between the great protest materials, such as literature, banners, and megaphones and the personalized, in-depth media training sessions, peta2 ensured that our club was ready to share our message with the community. There's amazing potential in the expansive network of youth-led animal rights groups that peta2 has helped create across the nation. With animal rights clubs in each of the three cities where SeaWorld facilities are located, we all came together on the same day to host a multiclub protest that stretched across multiple time zones—from Florida to Texas to California.

—Alexis C., peta2 Organizer, Florida

”



“

Activists tried unsuccessfully for years to get Saks Fifth Avenue to stop selling fur. Only when we all coordinated and worked together did we win. Working together is key. Alone we can't do much, but together we can get big corporations and governments to change. That doesn't mean waiting around for others to coordinate campaigns—that means personally taking initiative and reaching out to others yourself.

—Ezra K., peta2 Organizer, Massachusetts

”