

Hi, animal lover. Here's your...

Activist Starter Kit

To free animals from suffering in labs, you'll need to organize. We're sharing a few resources to get you started.



**STOP
ANIMAL
TESTING**

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TESTING**

VEGAN

**FREEDOM
LIBERATION**

Your Journey Starts Here

Thank you for joining a network of leaders dedicated to freeing animals from labs. You're building a movement that can't be ignored. We won't stop until every lab cage is empty.

Flip through this guide for info and resources on the fundamentals of organizing and building your campaign strategy. Discover labs in your communities and learn how to find out what's happening inside them. Once you're done reading, keep going! We invite you to build your knowledge by attending our

Free Monthly Online Organizer Workshops:

- **Recruitment Through Relationship Building** (August)
- **Researching Vivisection** (September)
- **Crafting your Message: Break Through Scientific Jargon** (October)
- **Creative Tactics** (November)
- **Media Training** (December)

For more details and to sign up to join any of the NEAVS workshops, email me directly at ameyer@neavs.org or visit neavs.org/skills



In Solidarity,

Amy Meyer
Grassroots Organizer, NEAVS



CALLING ALL ACTIVISTS

Want to brainstorm campaign ideas or just make connections with fellow organizers? Stop by our virtual office hours on the 1st and 3rd Tuesday of every month, 6–7pm ET. More info at neavs.org/skills



01 Principles



Everyone who wants to stand up for animals in labs should feel comfortable and confident taking action. That's why we defined our grassroots principles—to serve as a reminder for why we fight and how we can work together to win.

Believe change is possible.

We may be taking on a multi-billion dollar industry, but a majority of Americans now agree that experimenting on animals is wrong. This win is within reach.

Stay laser focused.

When at an action or event, we never lose sight of the problem at hand and the animals we're working to save. Stick to a consistent message: Animals should not be suffering in experiments. Our conversations with the public and media stay rooted in our reason for taking action, together.

Tell the truth.

The truth is already on our side—millions of animals in labs are suffering and dying for needless experiments every year. We scour scholarly journals, file public records requests to learn more, and use this information to inform the public. We take guidance from peers and advisors to find ways to better convey how animals suffer in experiments.

Treat everyone as a potential ally.

We value learning from people who are skeptical of our mission or tactics. Treat others as you'd want to be treated, and always aim to find common ground. We don't believe in singling out individual animal experimenters for ridicule, as some former animal experimenters have come to support our mission. We view vivisection as an institutional failing.

01 Principles

Amplify a diversity of voices.

We share our stories, actively listen to others, and believe strongly that progress for our movement depends on creating a climate that's inclusive, diverse, and equitable for all.

Build each other up.

An ongoing problem across social justice movements is that grassroots activists often “burn out” after a few months. We aim to build this movement differently, so activists feel empowered to persist for the long haul. We care about inspiring and supporting each other—fostering a collaborative environment for learning, building relationships, and creating the next generation of leaders. One way we do this is by supporting nascent animal rights groups at colleges and universities via grassroots trainings.

Stand together.

The animal rights movement's greatest achievements grew out of collaboration among like-minded organizations, who banded together to end specific abuses. We're committed to growing this spirit of partnership to advance change for animals. Whenever appropriate, we forge partnerships with other organizations—from student groups to national animal advocacy organizations—to advance our shared goals.

Welcome a variety of creative ideas.

Some of the best ideas for how to raise awareness come from our grassroots volunteer supporters. When developing messaging ideas and tactics, consider how they will bring us closer to our campaign's goal, grow our base of support, and develop leadership or other skills within our community. We don't engage in civil disobedience (100% of our efforts are protected under the First Amendment).

*“Organizing is leadership
that enables people to
turn the resources they have
into the power they need to
make the change they want.”*

Organizing: People, Power, Change

**STOP
ANIMAL
TESTING**



02 Intro to Organizing

While there's no exact formula for creating change, here's a framework for developing people power to end horrific experiments on animals.

We define **leadership** as accepting responsibility for empowering others to achieve their goals. To get you started, we've identified some important things to consider when organizing your campaign.

Set clear goals.

A campaign's strategic goal is almost never achievable in one action. Instead, we can set smaller, nested goals that make measurable, incremental progress toward the ultimate strategic goal and that build capacity over time.

Create your strategy.

A great way to develop your strategy is to create a Theory of Change statement. A Theory of Change statement is an “**IF, THEN, BECAUSE**” statement that summarizes your theory for how your strategy will achieve your goal. It goes, “If (strategy), then (goal), because (reason).” The reason is the assumption(s) that you are relying on for your strategy to achieve your goal.

*Example of a Theory of Change from the Montgomery bus boycott (c. 1955-56): **IF** African Americans in Montgomery boycott the bus system and withhold their fares, **THEN** the bus company will desegregate the buses, **BECAUSE** the bus company values profit more than racist values.*



Campaign Planning Worksheet

What are the goals and strategies you'll use to create change? Use this simple, introductory worksheet to consider these core elements to lay the foundation for an effective campaign.

STEP 1: Define your strategic goal

What is the problem you want to solve?

Who needs to make the change—and by when?

STEP 2: Consider your target

What motivates them?

What issues are they facing?

STEP 3: Create your Theory of Change

Fill in this sentence:

IF WE _____ THEN _____
(strategy) (goal)

BECAUSE _____
(reason)

TIPS

- Think SMART (Make sure your goals are Specific, Measurable, Achievable, Relevant, and Time-bound)
- Define objectives—smaller steps to achieve your ultimate goal
- Do your research!
- What are your target's values?
- Who do they rely on? What are their outside affiliations?
- The "reason" is your assumption. If it turns out to be accurate, then there's a good chance your strategy will work.
- When considering a campaign against a University animal lab or experiment, consider a strategy that targets the University's reputation, finances, and/or legacy.

Well intentioned efforts often struggle due to a failure to develop a clear structure.

Structured teams encourage stability, motivation, creativity, and accountability—and use volunteers' time, skills, and effort effectively.

Rally around a common goal.

In addition to your overall strategic goals, set smaller goals for every action and every meeting. This will help keep meetings on track, and ensure your tactics are connected to your strategy.

Define everyone's role.

Identify clear roles that draw on people's strengths. Consider establishing smaller groups within your overall team, dedicated to activities like outreach, research, creative, event planning, media, writing, and so on.

Agree upon norms.

Have a conversation (and take notes!) about (1) how you will make decisions, (2) how you will run and facilitate meetings, (3) how you will foster accountability, and (4) what you'll do if someone isn't respecting the norms.



TRAINING ALERT

Want strategies to get new people to join and stay on your team? Sign up for a NEAVS training at neavs.org/skills

Relationship Building Checklist

As an organizer, strong relationships are the foundation of everything you'll do. Devote time and energy into building connections with people. Here's a checklist of best practices for building and maintaining relationships for your cause.

- ☐ **When asking for a commitment, be enthusiastic.** Don't be apologetic. Organizing is an opportunity, not a request for a favor.
- ☐ **Always follow-up.** When someone offers to get involved, ask for their contact info and give them yours. Reach out to them as soon as possible—within 48 hours.
- ☐ **Confirm commitment.** Use a hard ask and make sure your team understands you are counting on them.
- ☐ **Design actions that empower participants.** For those eager to be involved, consider tasking them with roles like photographer, spokesperson, or media liaison.
- ☐ **Plan for no-shows.** Use the law of halves; assume that half the number of people who say they're coming will show up.
- ☐ **Always schedule for the next session.** Don't let anyone leave without asking when they'll be coming back.
- ☐ **Accommodate multiple levels of participation.** Some people can give a lot of time, and others can give a little.
- ☐ **Make your team feel valued, appreciated, and respected.** Acknowledge new folks' contributions, however small.



For your campaign, which **tactics** will you use? There are many activities you can engage in, and not all of them are *right* for your strategy and mission.

One size does not fit all.

Tactics should generally fit into these purposes: (1) achieving your strategic goal, (2) growing your group, and/or (3) building leadership or skills in your members.

Pick the most appropriate tactics.

There are many factors to consider. Start by asking yourself these questions:



What will catch people's attention?

Where and when will a lot of people see us?

What would inspire people to join our group?

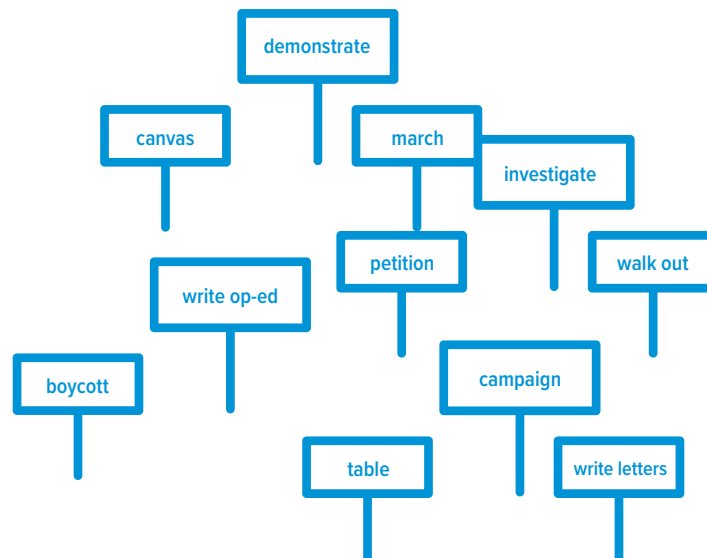
How can we get a new activist to stay engaged?

What potential backlash might we face?

Do we have adequate resources to pull this off?

How many people will it take to be successful?

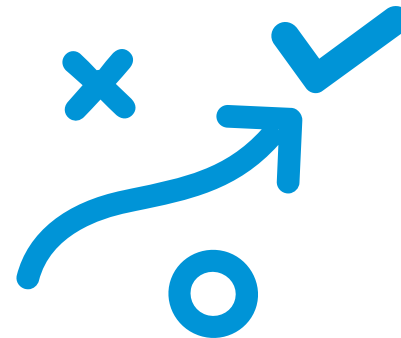
What would be difficult for our target to ignore?






Developing Your Campaign Plan

Consider how you can build momentum throughout your campaign—creating a strategy for long-term tactics and visualizing a roadmap to grow your campaign and mount pressure over time.

- ☐ Once you've identified your tactics, schedule them into a 12-month calendar.
Make sure to include the date you will “launch” your campaign.
- ☐ Aim for three actions per month.
 - ☐ One action to recruit volunteers
 - ☐ One action to raise awareness
 - ☐ One direct campaign action
- ☐ Consider your timeline and make strategic decisions.
 - ☐ What tactics will you use first and why?
 - ☐ How do your tactics build upon each other?
 - ☐ Which tactics will become campaign “peaks”?



Sample Campaign Plan

	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Recruit & Mobilize 	Host campaign kickoff meeting	Table on campus	Free food event during finals week	Field trip		Host open meeting with free food	Bring in guest speaker	Table on campus		Holiday potluck
Raise Awareness 	Chalk campaign messages around campus	Banner drops	Op-ed			Leaflet			Screen film	Leaflet
Campaign Actions 	Send open letter to university president	Protest and connect to World Week for Animals in Labs	Videos of students who support our cause	Conduct letter writing party	Launch petition	Conduct a big protest or march	Phone blockade	Launch photo petition	Protest	

OLAW
Office of Laboratory Animal Welfare

Initial Report of Noncompliance

By: Am
Time: 12:00

Date: 4/24/13
Name of Person reporting: Danica Bentley
Telephone #: [REDACTED]
Fax #: [REDACTED]
Email: [REDACTED]

Institution: U of California - DAVIS
Accession number: A3433

Does incident involve PHS funded activity? Yes
Reporting component: [REDACTED]
Funding component contacted (if necessary): [REDACTED]

When did it happen?
Several rhesus babies died after exposure to fur dye
!!!

Species involved: Rhesus
Number of animals involved: [REDACTED]

Customer ID: 18
Certificate: 87-46-00001
Site: 001
University of Utah
Type: ROUTINE INSPECTION
Date: Jan-29-2010

ACUC).
als, the IACUC, as an agent of the research facility,
approval), or withhold approval of proposed significant
activities;
activities are not always being reported to the IACUC so
on to determine whether it can approve the proposed
cedures as occurring in 1 eye. Upon reviewing the health
s. Surgery in both eyes may increase the amount of pain
amendment to the protocol indicating the change in
ays and are not able to make normal postural and social
walking, are not getting the treadmill exercise as described
ortant to the health and well-being of animals. This change
possible approval.
evaluate them to determine whether the modification is in
regulations and whether they can approve the modification.

03 Research

Before you can launch your campaign, research the facility you're campaigning against—so you can effectively tell the story of what's happening to animals inside the windowless buildings.

Research is critical to running an effective campaign. And your research should be ongoing. Here are some of the tools you will need to research the labs in your community.

NEAVS News

Get breaking news from our teams exposing the worst experiments and the policies that affect animals in labs.

neavs.org/news

Ethical Science Education Campaign

Working on a campaign to get cruelty-free alternatives to dissection in your school? Check out our comprehensive guide.

neavs.org/esec



FREE RESEARCH TRAINING

Online databases got you down? We've got tips for navigating government sites to find the answers you seek. Sign up today.

neavs.org/skills

USDA Annual and Inspection Reports

All research facilities that test on animals protected by the Animal Welfare Act (AWA) must be licensed with the USDA, and are subject to annual reports and inspection reports. Search these reports to see the species/numbers of animals used in labs near you—and any extreme cruelty reported.

bit.ly/aphis-annual

bit.ly/aphis-inspection

NIH RePORTER

Here's where you can find animal experiments funded by the National Institutes of Health (NIH). It's the best place to start learning about experiments happening to animals in your community. This database provides a basic abstract of the experiment, the amount of funding it receives from the NIH (funded by American taxpayers), the Principle Investigator of the project, and more.

bit.ly/NIH-reporter

PubMed and Google Scholar

While some published papers are available from the NIH RePORTER, we often find more by searching these sites for the name of the experimenter you've discovered. Note: many papers are behind a paywall. If you are a student, your universities may grant you access.

ncbi.nlm.nih.gov

scholar.google.com

REMEMBER

There's no such thing as an illegal experiment. Much of the cruelty that happens to animals in these labs will never be reported as a violation of the law.



What's one of the best tools for activists to find out what is happening to animals in laboratories? **The Freedom of Information Act (FOIA)**, which grants the American public access to certain documents from our federal agencies.

See inside two federal agencies.

The two main agencies that are FOIA'd with regard to the use of animals in experiments are (1) the USDA's Animal Plant Health Inspection Service (APHIS) and (2) the National Institutes of Health's (NIH) Office of Laboratory Animal Welfare (OLAW).

Get tips for submitting FOIA requests.

NEAVS actively submits FOIA requests. We've identified several key components—lessons learned and tips for success—that we want to share with you. Check out our FOIA Guide to help you determine what to request and get your hands on tried-and-true templates for submitting your own FOIA requests.

Last year, more than 1,100 entities in the U.S. experimented on animals or held them for experiments. That includes government facilities, colleges and universities, and private research organizations. Here's your chance to look inside their windowless basement facilities to expose the abuse of animals.



GET OUR FOIA GUIDE

10 steps for requesting documents from research facilities that receive funding from our federal gov't—plus templates!
neavs.org/FOIA



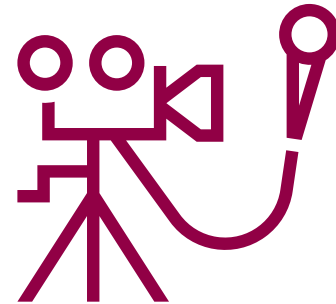
04 Media

Engaging journalists and influencers is an effective way to amplify your campaign message—for free!

Developing Your Media Strategy

Amplifying your message matters because it can a) connect more people to your campaign and b) increase pressure on your target. NEAVS can help you build out your media strategy and train you to navigate media interviews about animal testing effectively. Here is where to start:

- ☐ Create a list of the media outlets and journalists that should be kept aware of your efforts.
 - ☐ Local campus newspapers/radio
 - ☐ City and state news/tv/radio
 - ☐ National media contacts
- ☐ Create a list of social media influencers that may be willing to advocate for you.
- ☐ Develop these key aspects of your media strategy:
 - ☐ Goals for your media strategy and how it supports your theory of change
 - ☐ Core audiences and messages, including clear calls to action
 - ☐ Proof points to support your core messages
 - ☐ Campaign slogan (<12 words)
 - ☐ Identify deliverables you need to create—press release, fact sheets, videos, images, etc.
 - ☐ Assign members of your team to each media task



FREE MEDIA TRAINING

Learn how to write a press release, create soundbites, and access our national media list. We've got you covered.

neavs.org/skills

Inspiring documentaries can motivate your team. Consider hosting a screening with other activists to learn from powerful movements throughout history!

How to Survive a Plague (2012)

The definitive story of the successful battle to halt the AIDS epidemic, led by two coalitions—ACT UP and TAG (Treatment Action Group). An extraordinary account of the grassroots movement of activists who seized upon scientific research to help develop the drugs that turned HIV from a mostly fatal infection to a manageable disease.

A Fierce Green Fire (2012)

The first big-picture exploration of the environmental movement—grassroots and global activism spanning fifty years from conservation to climate change. See the vivid stories about people fighting—and succeeding—against enormous odds.

A Force More Powerful, Episode 1, “Nashville: We Were Warriors” (2010)

In Fall 1959, James Lawson guided his students in a study of both the history and practice of nonviolent methods to prepare them for their “sit-ins” at downtown stores. Lawson’s guidance helped the students endure the beatings and arrests, and lead a boycott, as they brought their struggle for civil rights to the steps of Nashville City Hall and ultimately to the forefront of national attention.

Eyes on the Prize (series) (1987)

This landmark series documents the history of the civil rights movement in America. Produced by Blackside, segments include the Montgomery bus boycott of 1954, school desegregation in 1957 Arkansas, the right-to-vote battle within Mississippi, the march from Selma to Montgomery, Alabama, and the Voting Rights Act of 1965.

VIDEOS ABOUT ANIMAL EXPERIMENTS

Maximum Tolerated Dose (2012)

Watch the story of former lab workers, former research animals, and one undercover investigator, who all experienced animal testing first-hand. See what happens when an ethical dilemma surfaces—and researchers realize their negative impact on another being’s life.

Inside the Monkey Lab (2015)

From VICE News, this 19-minute investigation give you full access into a primate research lab. This is an extremely helpful resource for learning what goes on behind closed doors of a research facility that experiments on animals.

NOW THROW THE CAGE DOORS OPEN!



Don't forget to join our workshops!
They're free, online, & open to anyone
who wants to be a better grassroots
organizer. Email me at ameyer@neavs.org
for more. 