



WORLD FARM ANIMALS DAY

Exposing Factory Farm and Slaughterhouse Atrocities Since 1983

GUIDE TO AN EFFECTIVE OBSERVANCE

SELECTING AN EVENT

The purpose of World Farm Animals Day is to expose, memorialize, and mitigate animal suffering in factory farms and slaughterhouses.

We recommend hosting a dramatic, attention-grabbing observance. We provide information and guidance about various events, such as die-ins, cage-ins, video rigs, vigils and more.

We also provide banners and colorful posters to attract public attention, as well as handout materials that educate and offer free Veg Starter Kits to visitors.

In addition to dramatic activities, we encourage you to try other events such as:

- information tables
- outdoor exhibits
- leafleting
- lectures
- workplace feed-ins
- fasts

Other activities may include street theater, civil disobedience, banner drops, library exhibits, e-mail posts, and letters to the editor.

PLANNING THE EVENT

Each event should be designed to draw maximum public and media attention to animal suffering through content, location, drama, and timing.

The most appropriate content for this observance is FARM's Event Pack—complete with posters, banners, handouts and more—available by request when registering at www.WFAD.org or 888-FARM-USA.

Location is crucial. Try to choose places with large concentrations of people, like fast food outlets, shopping centers, downtown plazas, cafeterias, or student unions. **City and state capitols** tend to be downtown, get lots of foot traffic, and make for great photo-ops. Slaughterhouses provide dramatic backdrops, but are not easily accessible to the public or the media.

The dramatic element may be inherent in the type of event, as is the case with street theatre, banner drops, vigils, and civil disobedience. Posters, signs, and banners (provided by FARM), as well as

costumes, cages, balloons, and funeral props, can also be used to achieve this effect.

Timing the event involves balancing volunteer availability (evenings and weekends) with maximizing passerby traffic (weekday lunch hour or quitting time) and meeting media deadlines (before 3 pm). A weekday lunch hour generally provides a good compromise. Although the official date of WFAD is October 2, your events can be scheduled between late September and mid-October.

Every event deserves an Action Plan — a list of specific tasks with a brief description, the name of the individual responsible for completing each task, and start and completion dates. For any event more complex than an information table or leafleting, an Action Plan is essential.

Effective promotion of your event generally involves flyer-ing, online outreach, and taking advantage of local media. It may also include public service announcements, calls to talk shows, letters to editors, and advertising.

MAKING IT HAPPEN

Once you have determined your event type(s), location, and timing, we suggest you:

1. Register your plans to participate (even if you're not yet sure what you'll want to do) at www.wfad.org
2. Recruit help and hold a planning meeting
3. Develop an action plan
4. Recruit volunteers
5. Obtain permits if necessary and/or desired
6. Conduct promotional and media outreach
7. Obtain materials: equipment, displays, handout, food samples, etc.
8. Obtain and test equipment
9. Conduct your event
10. Send reports, news clips, videos & photos to FARM at info@wfad.org