



# **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 event, such as cage-ins, die-ins, funeral marches, and vigils.**

We provide banners, colorful posters, and handout materials that educate and offer free Veg Starter Kits to visitors.

In addition to street theatre, we encourage you to try other events such as:

- information tables
- outdoor exhibits
- leafleting/picketing
- lectures
- video screenings
- walks

Additional activities may include civil disobedience, banner drops, library exhibits, e-mail posts, letters to the editor, and workplace feed-ins. If you're short on time, you can distribute our colorful handouts at various locations throughout your community (universities, libraries, health food stores, animal shelters, vet offices, etc.).

#### **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](http://www.WFAD.org) or 800-632-8688.

**Location is crucial.** Try to choose places with large concentrations of people, like fast food outlets, shopping centers, downtown plazas, cafeterias, or student unions. **Downtown cities** tend to 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 mid-September to mid-October.

#### **MAKING IT HAPPEN**

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

1. Call a meeting to plan the event, assign responsibilities, and draft an Action Plan
2. **Register your event(s) at [www.wfad.org](http://www.wfad.org)**
3. Invite speakers, exhibitors, and others
4. Inform the media.
5. Promote participation through leaflets, posters, and newspaper calendar notices
6. Obtain displays & handouts (see below)
7. Obtain and test equipment
8. Conduct observance
9. **Send report, news clips, & photos to FARM**

#### **MATERIALS**

As a Registered Coordinator, you can request a WFAD **Event Pack**, which contains a WFAD banner, colorful posters, stickers, handouts, and more.

#### **SLOGANS FOR SIGNS**

- "Be Kind To Animals—Don't Eat Them!"
- "Nonviolence Begins at Breakfast"
- "Stop the Agony on the Farm"
- "Stop the Slaughter!"
- "50 Billion A Year... One at a Time"