

# SPEAK OUT

**Remember, fundraising is also all about raising awareness as well as funds. Our active supporters play such a vital role in bringing about the success of our campaigns. There are a number of campaigning actions that you can take part in as well. Here are just a few examples of ways in which you can get involved and give farm animals a voice...**

## LETTER WRITING

Sending a lobbying letter or a campaigning email is a great way to make your views heard by MPs and key industry stakeholders. You can also write to a local or national newspaper to help raise awareness about farm animal welfare issues and to spark debate. It's a good idea to write in response to an article or another letter you have read, a recent news story or television programme. Use your letter as an opportunity to encourage others to take action, such as directing readers to our website. When you are writing your letter, think about the following points:



- Speed is vital if you are taking Urgent Action
- Letters should be brief, factual and polite
- Don't discuss ideology or politics
- Write as a concerned individual or as a Compassion in World Farming supporter
- Letters can be hand-written or typed
- Use a conclusion that encourages a reply
- Get letters published where possible!

## Key points to remember

- You don't need to use formal or elaborate phrases – simplicity is best
- Straightforward, polite wording is always acceptable
- Use language that is natural to you and always be polite
- Using one of our templates is just as effective as wording your own letter
- If writing to a local newspaper – include name, street name, town and contact number.

## If you get a reply...

...send a copy to us! That way, we can follow up with further action if necessary.

## INFORMATION STALLS

Information stalls are such an effective way to show your community that farm animals need our help. You get to talk to people face to face and gain support for our campaigns. We'll provide you with materials to create an eye-catching stall that delivers powerful and important messages.

## TOP TIPS FOR A SUCCESSFUL STALL

- Pick a good location that will attract attention
- Always check with your local council, as some may have restrictions of where and when
- Give your stall one purpose, such as: 'Buy welfare friendly food', fundraising, help a campaign, raise awareness...

- Be eye-catching: animal costumes, freebies, games (e.g. guess how many free-range eggs are in the jar!)
- Prepare some answers for awkward questions (e.g. 'Don't we need factory farming to feed the world?')
- Be able to point people in the direction for more information, e.g. our website.

*"The posters and campaign materials are eye-catching and attention-grabbing; they get the message across clearly and concisely. Materials are generously supplied and delivered quickly and the team are always so friendly and a pleasure to deal with."*

**Emma Bowden, Compassion in World Farming supporter**

## BE HEARD

You can make a difference whilst eating your lunch or shopping in the supermarket. Choose higher welfare alternatives such as free-range and organic meat and eggs to send the signal that cruel intensive farming practices must end. Download our Compassionate Shopping Guide for a guide on what to buy in the supermarkets. Take a look at our website at [ciwf.org/your\\_food](http://ciwf.org/your_food) for information on higher welfare alternatives. And remember, ask supermarket managers and restaurants to provide more higher welfare options.

## DEMONSTRATE!

Demonstrations help to grab the public's attention - and show that farm animals should not and need not suffer. Organising a demonstration should be the last approach in campaigning, so always try other campaigning methods first.

## TOP TIPS FOR DEMONSTRATIONS

- Contact us first. We need to know about any demonstrations taking place
- Try writing or talking about the issue first and demonstrate if these approaches are unsuccessful
- Join us at one of our public demonstrations or even organise one yourself
- If it's part of one of our campaigns, then contact us for materials you might need
- Have a clear message
- Make sure everyone is clear and agreed on why they are there
- Contact your local MP and newspaper to draw attention
- Use props such as placards, banners and costumes
- You might want to hand in a letter to a store manager or official
- You don't need permission to demonstrate in a public place (unless you want to demonstrate outside Parliament) as long as you are not blocking the way
- You must not prevent people from going about their day to day activity (e.g. entering a shop)
- **Most importantly:** Stay calm, polite and positive!



## TAKE MORE ACTION!

If you want to get active straight away for farm animals, contact us to order one of our campaigning action packs. We also have a number of online campaigning actions that you can take part in, so visit our website at [ciwf.org/takeaction](http://ciwf.org/takeaction) to get started.