

*If you care  
about  
animals ...*



## *Youth4Animals Campaigning Guide*

*... stand up,  
speak out  
and get  
active!*



[www.youth4animals.com](http://www.youth4animals.com)



The youth group of Animal Aid



Welcome to

# Youth4Animals



*This is the guide for people who want to stand up, speak out and get active for animals. That's YOU!*

We know that your age and what your parents think will affect what you are or aren't able to do. But remember – every step you take towards making this world a better place counts – and will help to stop the suffering.

**This guide will show you many ways in which you can get involved in campaigning for animals. There is something here for everyone.**

There's info on different sorts of activities, so that you can work out what you enjoy doing, and concentrate on the things you're best at.

**Read on, and remember, if you have any questions, email us at**

[info@youth4animals.com](mailto:info@youth4animals.com)

**or call us on**

**01732 364546**



Cheers!

**Mark White  
Youth4Animals Team**

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## Going veggie

*This is probably the single most important step you can take to help animals. Stop eating them and you start saving lives!*

## Living Without Cruelty

*Changing this world for the better has to start somewhere, and the easiest place is with you!*

Take control and change **YOUR** world. Don't be defeated by the scale of the problem or think that you won't make a difference. **YOU WILL!** By choosing a cruelty-free lifestyle, you're part of the solution, not part of the problem. You will also set an example and be better informed when you are trying to convince other people.



With all the wonderful veggie foods on offer, especially the ever-growing range of meat alternatives such as fake bacon, cheatin' chicken and countless varieties of veggie



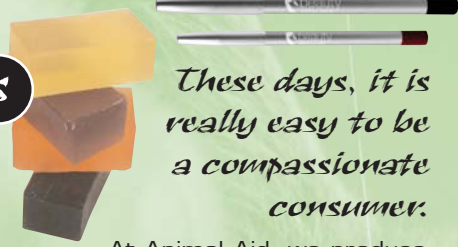
burgers and bangers, there's really no reason why you shouldn't be able to make the switch to a veggie diet instantly. If you're worried it's going to be a big change to your lifestyle, why not start off by taking a few easy steps: leave the ham off your pizza and have mushrooms instead; try a salad and houmous sandwich instead of tuna and mayo and swap your chicken tikka masala for a vegetable biryani. Have one veggie dinner a week – and that's one chicken spared. Step it up to one meat-free day a week, then perhaps two and then three – soon you'll find you're happy to have had your last meaty meal.



## Need more ideas or info?

Then check out [www.youth4animals.com](http://www.youth4animals.com) or [www.EatThis.org.uk](http://www.EatThis.org.uk) and order a **FREE** veggie pack.

# Cruelty-free products



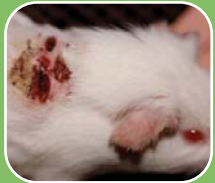
*These days, it is really easy to be a compassionate consumer.*

At Animal Aid, we produce our own cruelty-free skin and hair care range, and we also stock Beauty Without Cruelty make-up, which has no animal ingredients and is not tested on animals.

**Visit the Animal Aid website at [www.animalaid.org.uk/shop](http://www.animalaid.org.uk/shop) or call us on 01732 364546 for a free catalogue**

*Each year millions of animals have chemical products – including cosmetics, paints, household cleaners and weedkillers – tested on them to try to work out if they will be harmful to humans.*

This involves force-feeding animals the test substance, rubbing it into their skin or injecting it into them. The intention is to see if it poisons them, and how much is needed to do so. Not only are these crude animal tests cruel, but they are also totally pointless. This is because humans and animals do not react to substances in the same way.



**Need more info? Then check out [www.youth4animals.com](http://www.youth4animals.com) and order a FREE animal testing info pack**

There are lots of animal-friendly products available on the high street: Safeway, the Body Shop and Co-op own-brand make-up, plus Paul Mitchell Systems hair products are all not tested on animals. And look for the 'leaping bunny' logo, which is a symbol of endorsement from the British Union for the Abolition of Vivisection (BUAV), meaning that a product has met the strictest non-animal testing criteria.



**Contact BUAV for a copy of their list of cruelty-free companies.**

[www.buav.org](http://www.buav.org)



*There's a very good chance that if you feel strongly about animal rights, at least one other person in your school will feel the same way. So get together!*

## Campaigning at school



### Creating a group

A good way to find other sympathetic people is to ask your teacher if you can put a poster or flyer on one of the general notice boards.

### Make it colourful and keep it simple.

The text could be something like **'Care About Animals? I am launching a new group to campaign on issues that affect animals. If you're interested in helping, email me with your details and I'll be in touch'**.

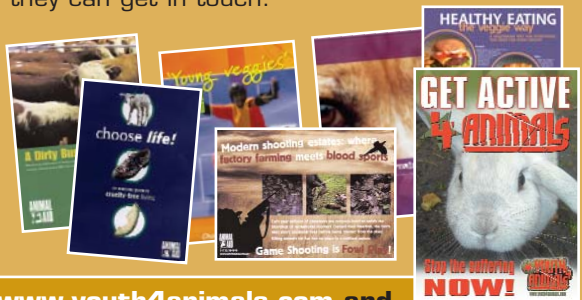
Alternatively, ask your teacher if you can make a library or corridor display about animals (remember, we can send you everything you need). Put a notice at the bottom that reads, **'If you want to get involved in campaigning for animals, email me'** (and don't forget to give your contact details). You could show a video and/or give a presentation about animal rights to your class or during assembly. Tell people at the end of your presentation to see you if they want to get involved and help you campaign.

### Library displays



If you're quite shy, these are an excellent way to spread information without having to talk to people directly. All you need to do is ask your librarian, form teacher or head of year for permission to use display boards, notice boards or space on a wall. **The best**

**displays focus on one theme** – for example, Veggie Month in March, or Horse-racing Awareness Week before the Grand National. You can order posters and leaflets from Animal Aid **free of charge**. Perhaps put a small table in front of the display with leaflets and a petition that people can sign. Leave details of your group and a contact email address so that, if people want to join you and help out, they can get in touch.



**Check out [www.youth4animals.com](http://www.youth4animals.com) and order bulk supplies of our literature for your school**

## Presentations

*If the thought of speaking in public makes you feel nervous, then believe us, you are not alone!*



As part of your school lessons, at some point you will probably be asked to give a presentation to your class. This is

the ideal opportunity to do something unique and show people why you care about animals. Show a video from Animal Aid. This will make your talk more interesting – let us know what subject you will cover (vegetarianism, animal testing, etc.) and the age group of your audience, and we will send you a film free of charge. **We can also help when it comes to writing your presentation, as we have loads of factsheets and leaflets.** Decide what you really want to say, and think about how you can make it convincing and powerful. Think about what questions may come up as a result of your talk, and get in touch with us if you need any help. On the day, arrive a little earlier in order to set the video up and arrange a table of literature that people can take at the end. Then, take a deep breath and speak slowly but clearly. Chances are, it will be a lot easier than you thought!

**You might recruit some new people for your group or even encourage people to go veggie!**



**Check out [www.youth4animals.com](http://www.youth4animals.com) and order bulk supplies of our literature for your school**

## Leaflets and Petitions

*So, with your new-found courage after giving a presentation, you're ready to take your message to the rest of the school...*

Always make sure you clear anything you're going to do with a teacher before you do it. Order bulk supplies of leaflets or petitions from Animal Aid, get a clipboard and a pen and hit the playground or school cafeteria. You can ask people if they would like to take a leaflet or sign your petition. Make sure you let them know what it's about and maybe



rehearse a few words in advance so that you feel more confident, like:

**'Hi – I am giving out some**

**leaflets as part of Veggie Month and I was wondering if you'd like to take one? You don't have to read it right now, you can hold onto it until you have a chance for a proper look through', or 'Hello. I am collecting signatures to ask the government to stop testing products on animals. Would you like to add your name?'**

## School speaker service

*Did you know we have a network of volunteers all over the country who are able to give a talk at your school about a range of animal issues?*

The talks can be tailored to fit in with your Citizenship, English or RE classes, and our speakers can even give a vegetarian cookery demonstration to Food Technology students.

**Suggest to your teacher that animal issues are a great topic for stimulating debate and discussion.**



**Ask your teacher to visit the Animal Aid website [www.animalaid.org.uk/education/easy.htm](http://www.animalaid.org.uk/education/easy.htm) to book a talk, or call us on 01732 364546 ext 34 for more details.**



## Getting veggie meals onto the school menu

*School meals, and the need to eat at least five portions of fruit and veg every day to be healthy, are hot topics at the moment.*

Your school may already have a great selection of healthy, delicious veggie meals on offer – or it might not. If not, then now's the time to ask the person in the school kitchens to add more to the

menu. How about suggesting a Veggie Day once a month? Arm yourself with info on the benefits of eating a balanced vegetarian diet, and we can also send you some recipes and a veggie catering info pack to show the school how it can be done on a budget. If they say 'no', don't give up.

You can always try to speak to the headteacher to see if they are sympathetic to your request. Perhaps try to get a petition going to gain support from pupils who would like to see more variety on the menu. Remember, be prepared, and don't be put off – what you are asking for is perfectly reasonable, perfectly doable – and healthy. So, keep at it!



**Why not organise a veggie week at your school?**



# Fundraising

*Fundraising not only helps organisations like Animal Aid carry on with our work to save animals, but it is also a great away to raise awareness of animal issues – and have some fun at the same time!*



**Sponsored 'veggie pledge'**

**Tug of war (or any silly games)**

**Sponsored bike ride**

**Fun run**

**Sponsored silence**

**Odd jobs (babysitting, car washing, gardening, etc.)**

**Treasure hunt**

**Animal quiz**



**Guess the ... (weight of the cake or marbles in the jar, etc.)**

**Order a FREE fundraising pack**

*Here are a few things you can do to raise funds:*

**Sponsored walk**

**Fashion/talent show**

**Cake sale**

**Sponsored swim**



**Face painting stall**

**Raffles**

**Wear your own clothes day**



**Stall at school fete or open day**

**End of school year party**

**Make and sell Christmas cards**

**Sponsored litter pick**

**Veggie day in the school canteen**



# Campaigning in your spare time

*If you want to get really active for animals, here are some suggestions for what you can do in your spare time.*



## Letter writing

*Sending letters – either of complaint or to raise awareness and spread the word – is hugely important and takes less time than you think.*

### Who to?

- Write to companies that test on animals telling them that you will not buy their products any more.
- Complain to shops that sell fur.
- Write to restaurants that do not have a good selection of veggie food on the menu.
- Write to your local newspaper about the campaigning work

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you do to help animals or in response to a story it has written about animal issues.

- Protest to the council if an animal circus is coming to town, and encourage people not to visit zoos or aquaria, but to enjoy animal-friendly days out.

### How to:

- Keep it brief. Do a rough copy first – and try to keep it to 3 or less paragraphs. For letters to local papers, a good guideline is between 150 – 250 words.
- Include your contact details (if writing to the local press, you can write 'Please withhold address' so that they won't print it, if that is what you prefer).
- Be polite! You can get into trouble if you're rude in your letter, and that will get you nowhere!
- Use Animal Aid literature to help you with the arguments, facts and figures. Check our website for accurate info.
- Try to include suggestions of what people can do to help – e.g. go veggie or buy products that are not tested on animals.

**We also have sample letters you can download from [www.youth4animals.com](http://www.youth4animals.com) or we can send them to you – so get in touch on 01732 364546 ext 21**



## Leafletting door to door

*Get some exercise and spread the word at the same time!*

Order bulk supplies of leaflets from Animal Aid and post them through letterboxes in your area. Ask your parents or guardians for permission first, and let them know how long you intend to be away from the house so that they don't worry.

## Organising a street stall

*Stalls are a brilliant way for you and a friend to reach people on the street.*

You will need to contact your local council to ask for permission to have a street stall (they may ask you to fill out a form). Then all you need is a Stall Pack from Animal Aid and a wallpaper-pasting table – see if there is an old one at home. If not, all DIY stores sell them really cheaply. A tablecloth will make it look nicer and you will need pens for people to sign your petitions. Think about the layout of your table for maximum effectiveness. Put petitions at the front to make it easier for people to sign them. Don't clutter the table with millions of leaflets. Make sure it is neat and that there is a varied selection of literature. Put elastic bands round the piles of leaflets so they do not blow away. Mount posters onto

hardboard to put them at the front and sides of your table. By the way, you are not allowed to collect money on stalls without a special licence.

However, if people offer you a donation without you asking for it, you can, of course, accept.



Who knows, they may even come with you and you'll get your leafletting done twice as fast! The important thing to consider is choice of leaflet, given that – unlike when passers-by approach your stall – people get the leaflet without asking for it. Only door-drop positive ones that do not have too many upsetting images.



**Order a FREE stall pack, or bulk supplies of leaflets for leafletting door to door.**



## Youth contacts

*Get in touch with us to see if there's a Youth Contact in your area, and if there isn't, why not become one yourself?*

**Order FREE info about becoming a Youth Contact**

Being a Youth Contact for Animal Aid is a great way to get actively involved in helping animals. Some of our contacts have set up their own websites, groups and campaigns. Others have promoted vegetarianism widely in their school, given talks about animal issues and organised veggie barbecues and parties.

**Being a Youth Contact is really easy – you can do as much or as little as you can manage. So, go for it!**



**We can put you in touch with other Youth Contacts. Why not give it a go?**

## Joining a local group



*No matter where you live, there's a pretty good chance that there's a local animal rights group.*

The Veggies website has an excellent list of all the regional groups. Go to **[www.veggies.org.uk/acd/europe/uk/england](http://www.veggies.org.uk/acd/europe/uk/england)** and check with Animal Aid to see if we have a local contact or active group near you. Local groups organise street stalls, leafleting, local peaceful protests and transport to big, national events. Again please check with

your parents or guardians that it's OK for you to get involved.



Local groups organise events and demos





# Join Youth4Animals Now!

*YOU can make a real difference. Join Youth4Animals and Get Active 4 Animals*



**Please write in capital letters so we can read it easily – thanks!**

I am under 16 and want to join Youth4Animals

If you are over 16 go to [www.animalaid.org.uk](http://www.animalaid.org.uk) or call 01732 364546 for adult membership.

I enclose a cheque or PO (payable to Animal Aid) for £6.00.

Name: .....

Address: .....

Postcode: .....

Email: .....

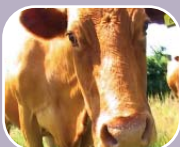
Phone number: .....

Date of birth: .....

T-shirt size:

Skinny fit (32/34)  Medium (38/40)

**Any questions? Call us on 01732 364546 or email [info@youth4animals.com](mailto:info@youth4animals.com)**



**Please return this form to: Animal Aid, The Old Chapel, Bradford Street, Tonbridge TN9 1AW**



## What do you get if you join?

When you join Youth4Animals you'll receive:

- A **FREE** Y4A T-shirt
- A membership card
- A window sticker
- A poster and badge
- The youth group newsletter **Youth Rage** by email – or by post if you prefer
- The Animal Aid magazine **Outrage**, by post four times a year
- Monthly enews to keep you in touch

**Plus, you'll receive a 10% discount off all Youth4Animals and Animal Aid merchandise, including funky T-shirts, bags, toiletries and yummy chocolates!**



You will also be able to order free leaflets, posters, videos and stickers to give out to friends and schoolmates.

Check out our website [www.youth4animals.com](http://www.youth4animals.com)

