

GUIDE TO THE

# SOS End Speciesism

C A M P A I G N

**Ending speciesism is a social justice issue—and we must treat it as such and act.**

Together, we can change the mindset that animals are merely commodities. We can end cruel experiments in which sensitive, intelligent animals are blinded, poisoned, and killed; we can end their slaughter for food; we can end the use of their skin, fur, and feathers for our own vanity; and we can end their confinement and exploitation for human entertainment.

Let's take a look at the elements of the Students Opposing Speciesism (SOS) "End Speciesism" movement that will inspire others to join your SOS hub, make animal-friendly changes in their lives, and be respectful and considerate of *all* animals.



## Grow Your Hub: Set Up a Recruitment Table or Meeting

Protests and outreach events dedicated to speaking up for animals are important, but meetups focused on getting to know your hub members and recruiting new members are also vital to maintaining strong and active SOS hubs. Building community through hub meetups gives SOS members an opportunity to spend time with like-minded individuals and learn more about the issues. Set up a social event, like a meeting at a local park or a vegan-friendly lunch spot, before or after protests or between events so your hub members can get to know each other better.

Once you have a date, time, and location for your meetup, take the following steps to ensure a successful event.



Pictured above: The University of Central Florida SOS hub hosting a community-building meetup/social event, complete with vegan ice cream!

### Use Icebreakers

Help hub members get to know one another with fun icebreakers! These can also be designed to allow folks to learn more about animal rights issues, speciesism, and hub expectations. There are hundreds of icebreaker ideas online, but here are a few of our faves:

#### • Desert Island

Pick a few categories (books, movies, albums, food, etc.). Everyone shares the three things in each category that they would have with them if they were stuck on a desert island for the rest of their life.

Example: “If I were stuck on a desert island and could only have three foods, I would have vegan pizza, kale smoothies, and Beyond Burgers.”

#### • Speed Networking

Divide people into pairs. Ask them to take three minutes to get to know each other, during which time they have to discover three interesting facts about their partner. Bring everyone back together and ask each person to present these three facts about their partner to the rest of the group. (Watch the time on this one—keep the activity moving along.)

#### • Fact or Fiction?

Ask everyone to write on a piece of paper three things—two true and one false—about themselves that may not be known to the others in the group. Taking turns, each person reads aloud their three things, and the rest of the group votes on which ones are facts and which one is fiction. There are always surprises! This fun, simple activity helps group members get to know each other better.



## Table Like a Pro

**Tabling is an effective way to get information out to lots of people at once. Follow the tips below and you're sure to grow your SOS hub in no time:**

### Set Up

- Before you get started, contact SOS so we can help you plan your recruitment table and send you everything you'll need (leaflets, stickers, and other materials)!
- Get permission from your school (or wherever you're planning to table). Most students set up their table at a popular spot on campus, like in the cafeteria, the hallway between classes, or the library—wherever there's lots of foot traffic. On the day of the event, make sure your table looks inviting and orderly, with some type of freebie or takeaway on it. Not only will this entice people to stop by, it will also help them remember your message for years to come.



### Use Sign-Up Sheets

Make sure your table has hub sign-up sheets (see page 4 to print ours) that ask for people's Instagram handle, e-mail address, and cell phone number. Getting contact info on sign-up sheets is the key to keeping people updated and involved once they've left your table—you can send out a message about upcoming protests, other events, and more.

### Engage People

Don't wait for students to come to you—stand in front of your well-organized table (rather than sitting behind it), and talk to those who pass by. If it'll help you, prepare a friendly opening line. It can be as simple as “Hi! Do you want to help us help animals?” or “Have you heard there's an animal rights group on campus?” Talk to as many people as possible, and make sure everyone leaves with stickers and/or leaflets.

### Don't Be Afraid of Tough Questions

- Animal rights issues can be deep and complex, so don't worry if you don't know the answer to a tough question. It's OK to say you don't know. Simply get the person's contact information and offer to get back to them later.
- You can also prep a smartphone or tablet with the SOS homepage for quick reference.
- By educating yourself on the issues in advance, you'll ensure that answering questions will be a breeze. We find it helpful to memorize at least three facts from the literature on your table. And make sure students leave with a leaflet on the issues discussed—for example, if someone asks about the dairy industry, give them a leaflet about going vegan. You can always e-mail us at [SOS@peta.org](mailto:SOS@peta.org) for help with any topic or to get materials.
- Study campaign talking points in advance:
  - *Speciesism* is the misguided and destructive belief that all other animal species are inferior and that we can treat them as we wish. It allows the type of rampant suffering and gross injustices that animals endure when they're used for experiments, food, clothing, or entertainment or abused in other ways.
  - Animals are individuals who exist for their own purposes and who have the right to live free from human cruelty and exploitation. Speciesism denies them that right and is responsible for the deaths of billions of animals every year.
  - Our goal is to get others to understand that the best way to help animals is to stop paying the industries that exploit them. As long as humans treat intelligent, sensitive animals as though they were objects, they'll continue to sustain painful injuries, endure filthy living conditions, and be subjected to prolonged, violent deaths.



## 'End Speciesism' Campaign Actions

This campaign will be most successful if each SOS hub takes consistent, meaningful monthly action, like setting up the same protest over and over again to bring home the message of ending speciesism, to grow your hub, and to become recognized in your community. Your contact at SOS will work with you to set up a schedule to organize “End Speciesism” protests regularly—every week, every other week, every month, or whatever works for you and your hub.

Wear your SOS shirt and other clean, neat clothes in order to make a good impression. We'll provide SOS wristbands, T-shirts, and bandanas to give to attendees—this will not only help draw folks in but also help the protest appear visually organized, with a consistent look and feel.

Using tablets or laptops and emotional visuals, these actions will challenge our communities to look at their role in the suffering that animals endure when they're used for experiments, food, clothing, or entertainment.

### How to Set Up Your 'End Speciesism' Protest

The “End Speciesism” protest kit includes the following:

- 50 “End Speciesism” leaflets
- 50 sticker sheets
- 50 copies of our “Guide to Going Vegan”
- 3+ protest posters (Feel free to create your own, too!)
- 10 protest masks
- 1 banner pop-up stand
- 10 SOS bandanas and T-shirts to share with hub members who attend your event
- SOS wristbands to pass out to hub members and passersby
- Access to a selection of videos for you to download to your laptop or tablet and screen during the event



Here are some examples of the way your setup should look:



Need tips on organizing a protest? Check out the [SOS welcome kit PDF](#) or the [SOS campaign guide](#) for a detailed, step-by-step look at organizing a protest from start to finish.

## Using Technology at Protests

- Make sure your laptop or tablet is charged ahead of the event, and consider setting it to “airplane mode” to conserve the battery.
- Avoid leaving your laptop or tablet in the sun. Find a shady area to set it up to prevent it from overheating and because it’s easier to see in the shade.
- Consider using a Bluetooth speaker to amplify your sound. If you need help getting these items, let your SOS contact know and we can try to help you out.

## Delegating Tasks

As the organizer of this protest, you have the important job of delegating tasks. Taking on a task empowers hub members to learn new skills and get active for animals.

Here are some of the tasks you can choose to do yourself or delegate to your hub members, based on their strengths and interests:

- Take photo and video content to post on Instagram.
- Greet volunteers, collect their names and contact information, and pass out materials.
- Hand out leaflets to passersby and otherwise engage with them.
- Wear a protest mask and hold the laptop or tablet so that passersby can view the video footage.
- Lead chants.
- Represent the hub during interviews. (Prepare talking points and practice in advance.)
- Make sure volunteers are following local pandemic guidelines during the entire event.

Check out page 8 of the [SOS campaign guide](#) for a detailed action delegation checklist!

## Host a Post-Protest Social

Coordinating an activity (like a meal at a local vegan restaurant or a picnic in a park) after your protest is a great community-building tool. Having positive, strong relationships with your members is important for growing your SOS hub. If activists are able to connect with others, they’ll be more likely to attend future events.

**After your event, please complete an action report via the [SOS Action Write-Up Form](#) to let us know how it went!**

Together, we will #EndSpeciesism.

