

Vegan Advocacy Ideas Summary

By David Savage

Request details and progress reports from david@savageheart.com

1. Vegan Libraries Project – put vegan books and DVDs in all the public and school libraries in the world
2. Science fiction stories and movies influence readers who create our future. Advocate for stories and visions of a vegan future and how and why we got there by educating and influencing science fiction authors, editors, film makers, and publishers.
3. Put vegan brochures and magazines in community centers and recreation centers
4. Put vegan brochures and magazines in gyms
5. Put vegan brochures and magazines in doctors' and dentists' offices, e.g., use PCRM waiting room kit. Whenever you visit a doctor, dentist, etc. put some vegan brochures and magazines among the ones already there.
6. Put vegan books and DVDs in free library boxes, e.g., there's a box in MOM's Organic Market in Merrifield, VA
7. Leave vegan books, brochures, magazines, and DVDs on Metro trains and buses, in laundromats, airports, restaurants, cafes, coffeehouses, and other public places
8. Make vegan book and DVD displays in public libraries
9. Put vegan books and DVDs in nursing homes, independent and assisted living centers
10. Develop a vegan advocacy chatbot app
11. Create a vegan songwriting collective to write songs about veganism
12. Create a vegan writing collective to write vegan essays, articles, stories, advertising, brochures, posters, blog, etc.
13. Create a vegan arts collective to create vegan art to include vegan playwrights, musicians, singers, songwriters, painters, actors, etc. to create vegan paintings, posters, gifs, animated gifs, Vines, etc.
14. Write and perform plays about vegans: so many possibilities here! From monologues of stories from people becoming vegan to showing direct actions, protests, actors dressed as animals, etc.
15. Create a vegan meme collective to create vegan memes in various formats

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16. Create a vegan blog, vegan Twitter account, vegan Facebook pages, vegan YouTube channel, etc.
17. Neuro-Linguistic Programming (NLP) and conversational hypnosis, also called Ericksonian, street, and covert hypnosis, to make people vegan.
18. Somehow we need to give a voice to all the other animals. Translate brainwaves? Translate their voices to English and other human languages? Something like the dog bark translator and baby cry translator? Even a spoof device or video that fakes translation would be worthwhile.
19. Legal representation for the animals? That's what the Nonhuman Rights Project is doing but only for some other beings, and based on the wrong foundation, intelligence, rather than sentience.
20. Unionize the animals? How? On what basis? Even a fictional union would do something. Make a parody of their demands: better working conditions, the right not to be murdered, etc.
21. How to shift societal paradigms? Media and cultural onslaught? Plays and movies? Make a play and movie of Upton Sinclair's book *Urban Jungle*. Make plays and movies out of Gene Baur's books and Peter Singer's books and other books.
22. Contact Fairfax Public Access and other public access stations about showing vegan DVDs.
23. Stand near, but not too near, high schools, and hand out brochures to students when school lets out
24. Put brochures on the windshield of cars parked near high schools, but not on cars parked in school lots. Would it be legal/okay to put brochures on cars parked in school lots?
25. Put brochures on the windshield of cars parked at shopping centers and on the street.
26. Is it legal to put brochures in mailboxes? Or between the mailbox and the post or wall that it's on?
27. Put brochures in people's doors, i.e., between the storm door and the front door
28. I'm wondering whether technology can be used with drones or stationary sensors at a distance from the factory farms to make what goes on inside those buildings visible and audible. Specifically, I wonder whether some sort of radar, sonar,

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infrared, or other imaging technology could be used from a distance to capture to video imagery from the inside of factory farms and broadcast it 24/7 on the Web.

29. I wonder whether a microphone on a parabolic reflector might be able to capture the sounds inside of factory farms from a distance. I would like people to hear the screams and other sounds of physical, emotional, and spiritual pain of the nonhuman animals inside those buildings.
30. Whenever a solicitor comes to your door give them vegan brochures and talk about veganism
31. Whenever a telemarketer phones you, this is an opportunity to talk about veganism.
32. Is there a way to quantify the effectiveness of pitching veganism to grade school children vs. high school children vs. college and university students?
33. Make a movie about Poplar Spring Animal Sanctuary with Terry and Dave telling the story of how it started, how it developed, what the organization structure is now, what their activities are now. Show Terry telling the story of each animal and show the animal. Show the buildings and land.
34. Make separate movies about each animal sanctuary.
35. Same as above but do it for multiple farm animal sanctuaries in the same movie.
36. Make short videos like PAWS does about cat and dog rescues, but for farm animals. Might not be able to show the animal before rescue or the actual rescue, although in some cases might be able to show the actual rescue, but show the animal and the person who rescued him or her telling the story of what they did. Show and describe the animal right after being rescued and then show and describe the animal weeks or months later.
37. Start a vegan church and incorporate it as a religious organization.
38. Start a vegan Facebook page where people can report on their advocacy projects, obstacles, experiences, and successes.
39. Get food on the International Space Station. Maybe send up a vegan baking or food preparation experiment. Degrees of separation: either an astronaut is vegan or someone who is vegan knows someone...who knows an astronaut. Get an astronaut to hold up a sign "Go vegan and save the Earth!" Start a petition to do this on change.org.

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40. I have specific ideas for vegan song lyrics and vegan advocacy videos and music videos.
41. Put ads in print media - Washington Post and other major newspapers, small local newspapers, e.g., Gazette for Mclean, Vienna, etc. I have information and cost for putting inserts in the SunGazette
42. Put ads on the side of buses and in Metro stations on the platforms and inside buses and Metro trains
43. Sponsor vegan billboards
44. Put inserts in the shopping throwaways that are inserted into mail deliveries
45. Separate booklets inserted into mail and newspaper deliveries
46. Rubber band vegan booklets to house doorknobs
47. www.generosity.com is a personal and nonprofit fundraising website run by Indiegogo.
48. www.learn360.com is used by Fairfax County Public Schools to stream videos to classrooms by subscription. Convince them to include vegan videos.
49. Google "traveling books project" for links to www.bookcrossing.com and other similar projects.
50. Put books, DVDs, and brochures in vegan geocaches (www.geocaching.com) and letterboxes (www.letterboxing.org).
51. Flood the world with information about veganism.
52. Public libraries have programs in which people read books to groups of children. The people who read the books get to choose which books to read. Contact libraries to find out which ones have these programs and read the vegan books to groups of children. Have discussions about animals and play games about the issues, have stuffed animals or maybe even live ones and hug them. It would be good for the libraries to have multiple copies of the books so that the children can take them out on loan. I wonder whether the books could also be sold to the parents at readings at libraries.
53. Borders bookstore had the same kind of program. Maybe Barnes and Noble has such a program. The advantage of doing readings in bookstores is that after the

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readings the children can ask their parents to buy the books, so make sure that the bookstores have the books in stock.

54. Do readings of vegan books on radio and TV. Get graphic artists to create animated videos to go along with the readings. Create TV shows on public access TV in which people read vegan books to children and have discussions and games afterwards with a studio audience.
55. In May, 2013, Kaiser Permanente published three articles, available online as PDFs, recommending a vegan diet to all their doctors, patients, and members. Contact the other major medical insurance companies—Blue Cross Blue Shield, Aetna, UnitedHealthcare, etc.—tell them about Kaiser, and encourage them to make the same recommendation.
56. Put brochures in gyms, especially “Compassionate Athlete,” and “Vegan Bodybuilding” magazine, and a list of websites and books about vegan athletes. Find vegans who go to gyms and give them copies, e.g., people in the Vegan Powered group on Meetup.com.
57. Put brochures in laundromats. We want to reach everyone.
58. Collaborate with playwrights to write plays about vegans, carnists, and vegan activists.
59. I read about the Animal Justice Party of Australia in a preview of the book *Turning Points in Compassion: Personal Journeys of Advocates*. The website of the party is <http://animaljusticeparty.org/about/charter/> Create similar political parties in the U.S. and other countries!
60. Support the U.S. vegan political party The Humane Party, which has existed since 2012.
61. Put brochures at barber shops, and covertly on magazine racks at grocery stores, pharmacies, bookstores, and any other type of store that sells magazines.
62. Create a list of meanings for the word “VEGAN” as an acronym:

VEGAN = Vegan Education Grows a Nation
VEGAN = Vegan Education Growing Animal Nation
VEGAN = Vegan Educational Generating Activists Network
VEGAN = Vegan Education Generating Activists Network
VEGAN = Vegan Ethics Generates Ahimsa Nirvana
63. How can we use subliminal images and words to promote veganism?

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64. VAC =
Vegan
Advocacy/Activist/Activism
Conspiracy/Conferences/Collective/Consortium
65. Meet monthly to brainstorm ideas, create projects, and evaluate activities of members and other organizations and people
66. Have vegan events at Kidwell Farm at Frying Pan Park in Herndon, VA
67. Use public access cable TV. Give them 15-60 second PSAs from COK, FARM, MFA, etc. to air, get speakers in the movement on interview shows, and create shows that incorporate interviews, discussion groups, panels, and lectures. "The Vegan Show," "Vegan Planet," "Vegan World," etc.
<https://www.arlingtonmedia.org/>
<http://acmi.tv/>
<http://www.mymcmedia.org/>
<https://www.fcac.org/>
68. Develop online courses for vegan advocacy, e.g., for Coursera.
69. Start a school to develop vegan advocates/activists.
70. Make flash cards of vegan questions/objections/challenges and answers, with one question on one side of a flash card and one or multiple answers to that question on the other side.
71. Start a vegan religious organization (church or don't call it a church, instead call it a what?). Do such organizations exist? It's not necessary for an organization to be a religious organizations in order to get non-profit tax status.
72. Start an organization that organizes adults and teens reading vegan books to younger children. Provide training in leading discussions about veganism with younger children.
73. Use children's songs and write vegan words to them. For example:

Row, Row, Row Your Boat

Eat, eat, eat your peas (/kale, /corn, etc.)
Makes you healthy and strong

...

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Twinkle, Twinkle, Little Star

If you love puppies and kittens too
You won't eat any animals for food

74. Bring malpractice suits against doctors who recommend animal foods to their patients?
75. Report producers of animal products to the Consumer Product Safety Commission and bring legal action against producers of animal products because they endanger the health of people who buy them?
76. Set up a foundation, or just use crowdfunding, to raise money to pay for people to take the 21 day Kickstart program.
77. Find a vegan author to write a book about Poplar Spring Animal Sanctuary. Terry and Dave can tell their story and the stories of some of the animals who live there. Plenty of photos by Deb and others already exist to include in the book.
78. Make very short vegan advocacy messages—5 second to 30 seconds--with music and lyrics. Make them easy to sing, chant, remember, catchy melody and lyrics, and easy to repeat. For example:

"A cow is someone's mother, and not someone to eat. A calf is a mother's daughter, and not someone to eat. A calf is another calf's brother, and not someone to eat."
79. Set up tables with vegan brochures to give out at county fairs.
80. Make, post online, and otherwise distribute:
 - List of vegan brochures
 - List of vegan DVDs
 - List of vegan books
 - List of vegan ebooks
 - List of vegan audio books
 - List of vegan CDs
 - List of vegan websites
81. Turn vegan books into plays, games, and videos. Write plays and create board games and other games about saving animals from animal agriculture.
82. The City of Falls Church library lists many sponsors for the summer reading programs. Get publishers, authors, and vegan organizations to become sponsors.

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83. Get Blue Sky Puppet Theatre and other puppetry companies to do vegan-themed shows.
84. Get vegan book publishers and authors and vegan product manufacturers to donate books and coupons for foods to library reading programs.
85. Support vegan children giving books directly to other children. Donate vegan books to child vegan activist heroes like Genesis Butler to give to their peers.
86. Talk with students enrolled in college courses to become librarians.
87. Talk to children's librarians. Find out whether it's mostly parents or children who ask for books and check out books. Do they ask for specific titles or authors, or for specific subject matter or types of books? What age ranges read books in the library and check out books the most? Is book reading among children on the decline due to visual media (TV and Internet) and tablets (ebooks)?
88. An article was published in the Washington Post online on 12/27/2015 about an organization called First Book. They distribute books to poor children. If I know of a school or other organization that receives books from First Book I could donate money and specify the books that they would get from First Book.
89. GMU has an animal rights club:

“The Animal Rights Collective (ARC) is a group dedicated to raising awareness about animal rights on our campus and within the surrounding community. We seek to educate and stir people to action with the truth about the atrocities committed against animal as we force them to suffer for our unnecessary consumption and grotesque forms of entertainment.”

Support them. Show vegan DVDs there. Get Gary Lowenthal, Bruce Friedrich, Paul Shapiro, Erica Meier, Michael Weberman, Jen Riley, Alex Hershaft, etc. to speak at these events. Contact Paul Gorski, Associate Professor at GMU.
90. Contact animal rights clubs at other colleges, universities, and high schools, and support them by donating books and DVDs, providing speakers, and providing mentors.
91. Contact “Sing Books with Emily” about singing vegan books for children.
92. How to publicize/advertise/promote vegan books and DVDs that are in libraries?
93. Set up display cases in public libraries showcasing books and DVDs about veganism that the library owns.

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94. How to target high school children with vegan advocacy?
95. How to publicize the availability of books and DVDs after they have been donated to libraries?
96. Casey Taft at Vegan Publishers wrote about the Vegan Libraries Project: “we could help promote it on our social media pages to give it good visibility.”
97. Get Neal Barnard, Bruce Friedrich, etc. to speak at independent and assisted living centers and nursing homes.
98. Get authors and publishers to donate materials to place in libraries
99. Apply for grants from The Pollination Project, Veg Fund, A Well-Fed World, etc.
100. Create vegan community centers that would house a library of vegan books, DVDs, brochures, etc. as a place for people to gather, learn, and network. Create places where people can borrow vegan media and also gather to read books, watch DVDs and online videos, attend talks, discussion groups, cooking classes, and communal meals. Create actual vegan lending libraries all around the world that are repositories of books, DVDs, ebooks, and CDs about veganism and animals (behavior, rights, welfare, protection). Reading rooms, viewing rooms, lecture rooms, eating rooms, cooking kitchens, lounging rooms for hanging out and having informal discussions. Facilities like the buildings that Google, Facebook, and Apple have for their employees.
101. Contact animal law and animal ethics departments at colleges and universities about donating animal rights books to their schools’ libraries.
102. Do “speed touting” of these and other ideas at the Taking Action for Animals conferences and the Animal Rights National Conferences.
103. Develop a vegan speakers bureau.
104. Put vegan children's books in university libraries for students in elementary education and library science to use them, for example in their student teaching.
105. Donate the 23 vegan children’s books, the 14 DVDs, and other vegan and animal right books to Poplar Spring Animal Sanctuary, Farm Sanctuary, Woodstock Farm Sanctuary, and other farm animal sanctuaries to sell in their gift shops.
106. Donate some of the 23 vegan children’s books to the children and children’s organizations listed in the Poplar Spring Animal Sanctuary’s newsletter section

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“Kid’s Corner” (which should be “Kids’ Corner”), who raised money and donated it and other things to Poplar Spring. For example, from the Spring 2016 issue:

Aidan Bailey (age 10), Beth El Preschool, Bethesda Brownie Troop #5758 from WoodAcres Elementary School, Bnai Tzedek’s Greenzaid Early Childhood Center, Congregation of Chadash’s 4th grade class from Damascus, MD, Aiden Farr (age 7), Jane Fleishman (age 13), Briana Hickey (age 12), Rasine MacMichael (age 9).

107. Find out whether other animal sanctuaries list kids and children’s organizations who donated to them and give them books.
108. A Well-Fed World will give grants to support the distribution of vegan books.