



GUIDE TO STARTING A STUDENT GROUP

(and How to Keep It Going!)



SO YOU WANT TO START A CLUB ON YOUR CAMPUS TO PROMOTE ANIMAL RIGHTS. AWESOME!

Creating a student organization at your school is a great way to meet other like-minded people, help spread awareness about animal rights, and get other students to help volunteer at events with you!



YOUR FIRST STEPS

Starting a student group is really easy, and while schools may differ to some extent, their general requirements are the same.

Here are some ways you can get started:

- Reach out to your friends, peers, or even that kid eating a veggie burger over there! Plenty of people are willing to support your decision to start a group—just ask.
- See if having a faculty or staff adviser is a requirement for starting a club at your school. If so, ask your favorite professor to act as an adviser to your group. Professors usually love to help students and will be happy to participate.
- Draft a constitution to serve as the backbone of your group. It will let new members, faculty, and the administration know what your mission is. If you need help, have a look at the sample constitution at the back of this pack.
- Build your executive board, or at least have a vice president lined up. Having a right-hand person there to help you will be crucial to the club's success and to keeping everything running smoothly.
- Fill out all the paperwork that your school requires to register a new club on campus, and be sure to turn it in promptly. The faster you get your paperwork filed, the sooner you can start hosting exciting events.
- Advertise! Even before you finish registering your club on campus, you can start advertising to students. Do this by chalking, hanging up fliers, and creating a Facebook page. Starting off with a solid foundation will make you more successful in the long run.



NOW IT'S TIME TO MAKE IT AN ANIMAL RIGHTS POWERHOUSE

The first thing you'll need to do is establish your executive board. This is important to ensuring the stability of your club, and some sort of decision-making body is the cornerstone. But what is a club without members?

- **Attending fairs, hosting events, tabling, and chalking** are all great ways to advertise your club and gain members. Keep a sign-up sheet handy when you table as well as at every event that you host in order to gather the e-mail addresses of interested students.
- **Host meetings!** Meetings are a time for building a sense of community within your group, informing students about animal rights, and strategizing for your campaigns. Make sure you set a date and time that you can stick to and that will also be convenient for your board members. Use all those e-mail addresses that you collect at tabling events to send out weekly reminders for meetings and for any events that your club hosts! MailChimp is a great tool for sending out professional-looking e-mails to everyone on your list.
- Be sure to use **social media** to broaden your club's impact. Facebook, Instagram, and even Snapchat are all great ways to get your club—and your message—out there! Make sure that your tables and displays always look neat and professional, and take high-quality photos.
- One thing to think about is who will take over your group once you've graduated. **Keep an eye out for potential leaders** and your group will last long after you're gone!

ONCE YOU HAVE YOUR CLUB ESTABLISHED, YOU CAN START PLANNING SOME FUN EVENTS!

Events, even small ones, do two things:

1. They introduce people to the idea of animal rights.
2. They get people talking about your group.

They are easy to host, take little effort to plan, and—above all—are fun!



HERE ARE SOME EVENT IDEAS TO CONSIDER:

LEAFLETING: This is a no-brainer. E-mail College@peta2.com to request leaflets and stickers to hand out to passersby. Students always want to read something while they're sitting on the quad or waiting for the bus.

CHALKING: Grab a box of sidewalk chalk and go to town on your campus. Get some members of your group to join you in leaving slogans all over your campus walkways. It's like leafletting to everyone the next day while you're sleeping in.

TABLING: Get a table from the school, set out some literature and stickers, and do some outreach. Be sure to keep your table looking inviting and orderly, and include some type of freebie or takeaway. This will entice people not only to stop by but also to remember your message for years to come!

FOOD GIVEAWAYS: Who doesn't like free food? Providing munchies is a win-win outreach opportunity—people get free eats, and you have a

chance to share what you want to say with an engaged audience.

WRITING LETTERS TO THE EDITOR: Stay up to date about what's going on in the world. Write letters to the editor of your school's paper if you see someone mention a zoo or particular restaurant. Use the opportunity to explain to people that zoos are really just animal prisons or to tell them about the delicious vegan options that students can get when eating out.

FILM SCREENINGS: These are a great way to open the eyes of a lot of people at once—and to share more information than you would be able to do while tabling. Check your school's screening requirements—some want you to have rights to the film or only offer it for free, so make sure you're following the rules. You should also consider teaming up with another student group, having great vegan food available, or asking relevant professors to offer their students extra credit for attending your screening. These are all great attendance boosters.



AS YOUR CLUB GROWS AND BECOMES MORE ESTABLISHED ON CAMPUS, IT'S TIME TO START THINKING ABOUT A CAMPAIGN TO WORK ON AS A GROUP.

Campaigns are an important way to make your campus a vegan haven as well as to make your club more notable. For more information on campaigns specifically, check out our [Campaign Guide](#).

Here are some common campaign goals that you can achieve at your school with careful planning, student support, and fun events:

- **Petition for more vegan options in your dining halls:** Talk with people in dining services, show them how much support there is for healthy vegan meals, and make sure there's a cruelty-free option at every meal.
- **Get a vegan station:** Once you've established demand for vegan food and maintained a positive relationship with dining services, start working to secure an all-vegan dining station.
- **Score an all-vegan dining hall:** Help your college keep up with trendsetting schools by having a dedicated all-vegan dining hall!
- **Cut out dissection:** Cut class, not frogs! Humane alternatives have proved to be more effective at teaching students as well as much more financially viable for schools.
- **Keep cruel animal circuses away:** Let your school administration know that these cruel 19th century relics are not in line with the progressive environment of modern universities.
- **Ban live-animal mascots:** Mascot costumes are ethical and far less dangerous than a live animal, such as a bear. Work with your school to have its live mascot retired to a sanctuary.



Don't forget to e-mail College@peta2.com for help with your larger campaigns! We can hook you up with advice and free literature and stickers or help with planning events and strategizing campaign tactics.

You can also get paid by [peta2](#) to host events on campus! Sounds like a dream come true, right? Check out our [Campus Rep](#) page or e-mail us for more info.

Sample Constitution of an Animal Rights Club

ARTICLE I—GENERAL

SECTION 1: The official name of this organization shall be the Animal Rights Club.

SECTION 2: The club shall operate as a nonprofit organization.

SECTION 3: The student group will comply with all university policies and procedures as well as local, state, and federal laws and regulations.

SECTION 4: This organization shall exist for the following purposes:

- a. To provide speakers with a forum to make presentations of timely interest to members on contemporary aspects of animal rights
- b. To provide students who are vegan, vegetarian, or simply interested in learning more about the animal rights movement with a support group
- c. To promote the rights of animals to the student body as well as the faculty by petitioning for more vegan food options on campus, an end to dissection in classrooms, a campuswide ban on animal acts, and the surrendering of any live-animal mascots to a sanctuary
- d. To provide the members with social activities and events

ARTICLE II—MEMBERSHIP/IMPEACHMENT

SECTION 1: Voting membership is open to all students, faculty, and staff at the university.

SECTION 2: Membership is open to all students without regard to race, religion, color, sex, national origin, disability, age, veteran status, creed, marital status, public-assistance status, or sexual orientation.

SECTION 3: To become a member, you must fill out the membership application form and return it to the secretary of the club.

SECTION 4: Any member/officer may be impeached for misconduct (to be defined by the group, e.g., failure to perform duties, poor attendance, misuse of funds, etc.). The member/officer shall be given

a seven-day notice and an opportunity to defend himself or herself. This impeachment vote shall require a two-thirds majority vote.

ARTICLE III—OFFICERS

SECTION 1: The officers of this club shall consist of the president, vice president, secretary, and treasurer.

SECTION 2: The duties of the officers are as follows:

- a. President: Preside over all meetings of the club and serve as chair of the Executive Committee. Act as official representative of the club at other meetings and events.
- b. Vice President: Preside at meetings of the club and the Executive Committee in the absence of the president. Succeed the president if he or she is unable to complete his or her term of office. Coordinate committees.
- c. Secretary: Record and produce minutes of all meetings. Handle the club’s correspondence.
- d. Treasurer: Handle all financial transactions of the club. Maintain thorough and accurate records of all transactions. Produce financial reports as required by the club.

ARTICLE IV—MEETING

SECTION 1: A regular meeting shall be held once each month during the academic year. A special meeting may be called by the Executive Committee or by a petition of 10 percent of the voting membership.

SECTION 2: Decisions of the club shall be enacted by a majority vote of the voting membership plus one, unless otherwise stated in this constitution.

Constitution ratified: [month day, year]

Officer

Officer

Date

Date

Officer

Officer

Date

Date