peta2

GUIDE TO A

Successful SCHOOL CLUB

Hey there,

Congratulations! Thanks to your efforts, the animal rights movement is on the way to becoming one club stronger in our push for animal liberation. At peta2, we believe it's wrong to hurt animals. They aren't test tubes, dinner, clothing, entertainment, or anything else for us to use—they're individuals who can feel pain and suffer, just like us. YOU hold the power to make a huge difference for them, and we're here to help you every step of the way.

This guide is jam-packed with activity ideas, info on how to get stickers and leaflets, and the inspo you need to make sure your school is on the right side of history. Remember: With every event your club hosts, you're speaking out for a marginalized group that often isn't taken into consideration—which makes you a hero.

peta2 has all the info you need to get involved in animal rights, speak up for animals, and start living more compassionately. Check out peta2.com to stay looped in on what's happening and to get tips on ways you can make a difference for animals. And guess what else? You can join the peta2 Rewards Program to earn exclusive animal rights merch by completing missions that speak out for animals.

Have questions? Need advice? Just e-mail peta2 at hello@peta2.com (or if you're in the U.S., text* your question to 30933). Join peta2 for even more ideas to help your club be a powerful voice for animals. And remember: Never be silent. Thanks for being a hero to animals!

Sincerely,

peta2

P.S. Follow us on Instagram (@peta2) and TikTok (@peta2official).

*Terms for automated texts/calls from peta2: http://peta.vg/txt. Text STOP to end, HELP for more info. Msg/data rates may apply. U.S. only.

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peta2 | Getting Started

1. **Ask your school's administration** what you need to do to start an animal advocacy club. It's often as simple as getting a faculty or staff member to sponsor your club by staying after school and offering a room for your meetings.

2. **Work with your faculty sponsor** to establish a meeting location and schedule for your club.

3. **E-mail us at hello@peta2.com** so we can send you leaflets, stickers, and more to help you get ready for your first meeting.

4. **Create a name for your group.** For example, Students for the Ethical Treatment of Animals (SETA) is a pretty popular club name.

5. **Encourage your friends to participate.**

6. **Post tear-off flyers** (see an example on page 8) around your school to encourage others to join.

7. **Create a group chat** using GroupMe, Discord, or another chat platform to help you and your club's members communicate about meetings and events.

8. **Take a sign-up sheet** (see an example on page 7) to each meeting so that you can get the contact information of each person who attends.

9. **Get started on your first event!** Once people see that your club is having fun while helping animals, they'll be eager to join. Your first event could be tabling in the school cafeteria during lunch or hosting a movie screening.

Activity List

First, have everyone in your club join peta2 so they can be in the know on various animal rights issues, get access to free materials, and more! Once that's taken care of, here are some actions you can take:

- Participate in the latest peta2 missions and campaigns.
- Work to get a dissection-choice policy passed at your school.
- Get vegan options added to your school cafeteria's menu.
- Hold a movie screening. There are plenty of mainstream movies that touch on animal rights. All you have to do is decide which one will attract the most students. Here are a few options to consider.

***Blackfish*:** This documentary goes behind the scenes at SeaWorld's parks to expose the suffering and abuse of the marine mammals held captive there—and not just from an investigator's perspective. Former employees speak out about the treatment of the animals, too.

***The Cove*:** This documentary offers a glimpse into Japan's dolphin-hunting culture and will forever change the way you look at dolphins in aquariums.

***Cow*:** This poignant film paints a soulful, deeply moving, and unforgettable portrait of daily life for Luma, a cow used in the dairy industry.

***Cowspiracy*:** Human-caused climate change has been occurring for decades now. Yet many big environmental organizations fail to acknowledge that animal agriculture is one of the leading causes of environmental destruction. This moving film explains the connection between climate change and the practice of eating animal-derived products—and it culminates in a vital message for humans everywhere.

***Dominion*:** This stunning film takes a deep dive into every facet of animal exploitation and humanity's vicious supremacy complex over the animal kingdom. It pushes viewers to challenge the moral fallacies that society uses to justify exploiting beings some humans judge to be inferior.

***Earthlings*:** Joaquin Phoenix narrates this thought-provoking documentary about humans' unnecessary and cruel dependence on animals for experimentation, food, clothing, and entertainment.

***Food, Inc.*:** This eye-opening film is informative without being too graphic. It discusses how animals are raised and killed for food and will help your friends understand what's wrong with factory farming.

***The Ghosts in Our Machine*:** This movie offers a fascinating look into the world of animal rights through the eyes of Jo-Anne McArthur, a talented photographer who has gone undercover many times to help animals.

***Gunda*:** Joaquin Phoenix produced this intimate look at the lives of Gunda the pig and her piglets. It's a mesmerizing story that helps viewers see pigs and other animals as the individuals they are.

***I Am an Animal*:** This inspiring, informative, and lighthearted film about Ingrid Newkirk and PETA will motivate you to get even more active for animals.

***Seaspiracy*:** In this documentary, the commercial fishing industry's harmful practices are exposed and the pressing need to protect marine animals and the ocean is emphasized.

- Set up a table and gather petition signatures for campaigns. (See the checklist on page 6.)
- Host a vegan bake sale. E-mail us at hello@peta2.com for recipes and ideas.
- Organize a fundraiser or a food-and-supplies drive for your local open-admission animal shelter.
- Hold an animal-free raffle. peta2 can send you some freebies to put into a gift basket, and you can have your friends and classmates enter simply by signing an animal-rights petition you've started. Draw a name at random to award the big prize.

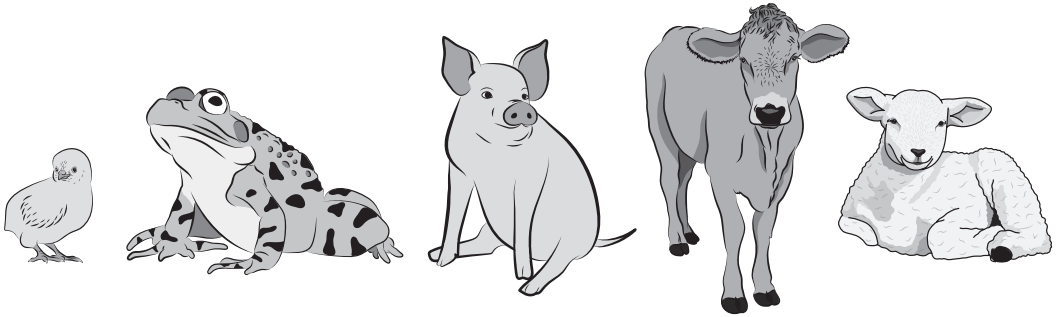
Tabling Checklist

- ☐ **Table:** Check with your school about borrowing one.
- ☐ **Friends:** You weren't planning to table by yourself, were you? Who'd watch the table while you went to the bathroom?
- ☐ **Petitions:** The signatures and contact info on petitions are key to keeping people updated and involved once they've left your table.
- ☐ **Materials (leaflets, stickers, posters, etc.):** E-mail hello@peta2.com if you need literature, but don't wait until the last minute. It takes us two weeks or more to ship materials.
- ☐ **Free goodies:** This doesn't have to be something big! Think stickers, vegan candy, or wristbands. Offering freebies helps incentivize people to stop at your table.
- ☐ **Pens and chalk:** No pens means no signatures on your petitions, and that's bad! Also, if you're tabling outside, bring chalk to spread your message and encourage people to stop at your table.
- ☐ **Clipboards:** Clipboards allow you to walk around with your petitions.
- ☐ **Clear tape:** Use tape to put posters in a visible place in front of or behind the table.
- ☐ **Rubber bands:** Rubber bands are very important for outdoor events and shows. High winds kill the perfect table—you'll need something to keep the leaflets from blowing away.
- ☐ **Laptop or tablet:** These devices will allow you to raise awareness by showing eyewitness exposés and other videos.
- ☐ **Extension cord and power strip:** Laptops don't charge themselves.
- ☐ **Your fave reusable water bottle:** You don't want to have to leave the table unattended when you get thirsty.
- ☐ **A BIG smile:** It's important to be super-friendly to everyone and thank them for everything. Don't give them an excuse to dismiss animal rights—that's the last thing that animals need. Plus, tabling is fun, so why wouldn't you smile? Whether you're an amateur or the guru of all things tabling, go over this checklist each time you table. You may not have everything on the list, but you should take what you can.

One key to tabling is making sure your setup is organized and clean. You don't want any distractions on your table that could take away from your message. Also, consider adding lights or fun stands/holders (to organize and display materials like leaflets) to your table. The better it looks, the more eye-catching it will be (which is exactly what you want).

TIP: Stand in front of your table to help draw people to it. And even if they don't stop, you can at least give them a leaflet.

Student Club Name Here



Member sign-up sheet. Please print clearly.

NAME	E-MAIL ADDRESS

By providing your e-mail address, you are acknowledging that your contact details may be shared with international PETA entities and that you may receive a follow-up message.

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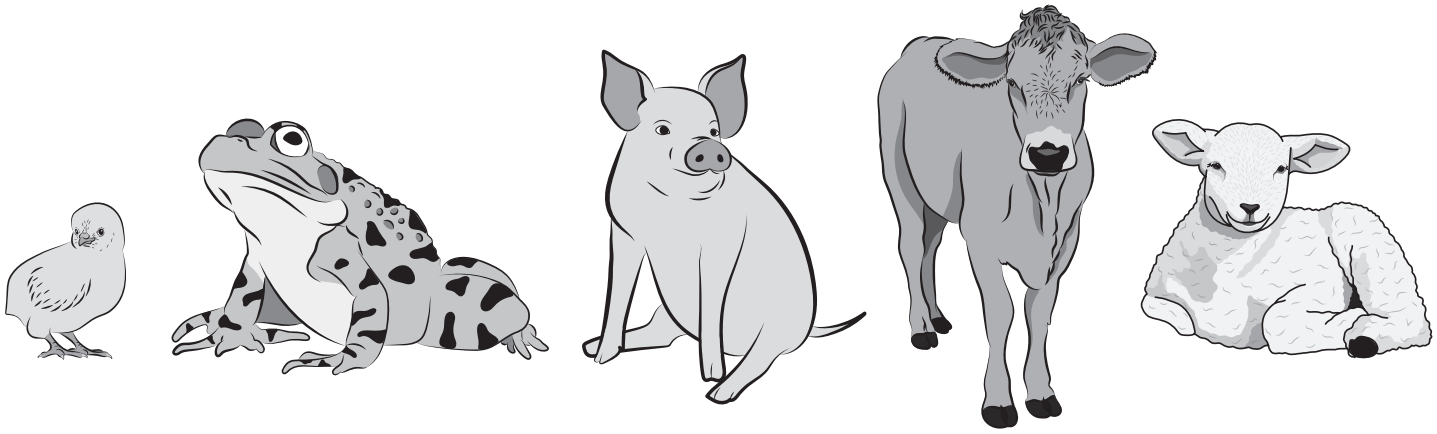

Name of Student Club Meeting

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What: [Insert description of group]

Where: [Insert location of meeting, e.g., "Room 118," "the cafeteria," etc.]

When: [Insert day, date, and time of meeting]

Join [Insert group name here] to make a difference for animals.

[Name of group] Meeting
[Insert day, date, time, location]

[Name of group] Meeting
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More Ways to Get Active

peta2 wants to help YOU get active for animals!
Check out some other ways you can get involved:

- **peta2 Youth Advisory Board**
  Provide peta2 with valuable feedback and weigh in on things like campaigns, sticker designs, merchandise, and more—and help us create content that will reach other young people on social media and beyond.

- **peta2 Street Team**
  Get invited to help peta2 at music festivals and tours for artists and events like nothing,nowhere., Warped Tour, All Things Go, and more! Get a full-on training from outreach pros at peta2 and work alongside our tour team, boost your résumé with volunteering, get those service hours, and gain experience with outreach to help animals. (Psst ...volunteers get to watch some of the shows and sets, too!)

- **peta2 Advanced Marketing Intern**
  peta2 offers an advanced internship program that's open to social media–savvy college students who are passionate animal rights activists. Gain valuable career experience as you work to help other young people make meaningful changes for animals in their everyday lives.

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