

Guidebook for Starting A Climate Save Group

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MISSION STATEMENT

The Climate Save Movement is building a grassroots movement to solve the climate crisis by ending animal agriculture and phasing out fossil fuels.

Animal agriculture is a key source of greenhouse gas emissions that can be eliminated entirely. It's also a leading source of ocean dead zones, deforestation, mass species extinctions, and excessive water and land use. Veganism is a critical part of climate actions and, along with eliminating fossil fuels, is our last hope to avoid catastrophic tipping points for our climate.

Get informed, take action: <http://thesavemovement.org/climate-save-movement/>

Go Vegan: <https://veganuary.com/register/?a=save>

GETTING STARTED

CHECKLIST FOR STARTING A CLIMATE SAVE

- ● Go to our <http://thesavemovement.org/climate-save-movement/> website to check if there is a Climate Save group in your area. If there isn't a group in your area, consider starting a new Climate Save group;
- ● Review this handbook and read the memo of understanding and code of conduct.
- ● If you accept these terms then contact The Save Movement at savemovementinfo@gmail.com and we will put you in touch with your regional and international liaisons to arrange for a call;
- ● Find other activists by researching environmental, animal rights and vegan groups in your area;
- ● Research current laws to learn about your legal rights to do activism;
- ● Work with the Climate Save graphics team to get logo, signs and leaflets;
- ● Set up social media accounts (FB, IG, Twitter);
- ● Partner with other animal rights groups;
- ● Start planning your first event.

CHECKLIST FOR YOUR FIRST EVENT

- ● Find what type of event would fit best for you: Beach/city cleanup, documentary screening, demonstrations, stands etc... more on this under "**ACTIVITIES/EVENTS**";
 - Create a FB event page for the event and create an IG post advertising the event.
 - Invite all your friends to join you at the event;
 - Invite all the other local groups/organizations you have connection with to come join you at the event;
- ● Send out a media advisory. (more info on **MEDIA ADVISORY SAMPLE**)
 - Document the event well, and try to catch pictures and videos which will get the attention of the public. (ex: the beach before and after the cleaning, the amount of plastic collected, etc.)
- ● Take a group shot, post it on social media and tag everyone to help spread the word.
 - Send out a media advisory after the event.

MEMO OF UNDERSTANDING (MOU)

The Save Movement uses a love-based community organizing approach based on non

violence, love and truth as informed by Leo Tolstoy and Mahatma Gandhi. We advocate veganism and activism, namely the idea that everyone has the duty to bear witness. We also have a zero tolerance approach to animal exploitation.

It is important that all groups affiliated with the Save group follow these guiding principles and operate under a code of conduct as set out below. It is also crucial that key organizers of each location adhere to these principles in interactions both on social media and in person with other vegans, vigil attendees, police, security, and all members of the public.

CODE OF CONDUCT

The Save Movement (TSM) wants to ensure:

1. A welcoming, peaceful and safe environment for all those who attend our events.
2. The principles of TSM are upheld.
3. Listen to, and respect the instructions of any TSM marshals who are there to ensure the safety of attendees.
4. Refrain from any violent, loud or threatening behaviour either verbal or physical towards workers, security, police or members of the public.
5. Respect other vigil attendees. We are all there for the animals and to build the animal rights community.
6. Non compliance of the above or disrespectful behaviour of any kind will not be tolerated and we may ask individuals persistently violating the principles to leave the event.

SOCIAL MEDIA ACCOUNTS

Please use Save movement accounts, not personal accounts, where possible.

MEDIA ADVISORY SAMPLE

One of the most powerful ways to improve your impact as a Climate Save organizer is to get newspapers, TV stations, radio, and other outlets to cover your actions. The key to doing this is contacting media outlets by sending out press notices.

What to send?

There are two types of press notices for most events: the press advisory and the press Release. The press advisory's aim is to inform the media of an event that will be happening in the future, and invite them to come along. The press release's aim is to give the media all the details they need about an event to write an article, whether they

came or not. It is written like a newspaper article. Both documents can be sent to newspapers, magazines, blogs, radio stations and television stations.

A media advisory can be sent before an event. Some examples of good times to send a media advisory are:

- For your first vigil;
- Special guest appearances;
- Special events;
- Outreach events (such as Virtual Reality events, pay per view campus film screenings, fundraisers, etc.).

You should generally send media releases for the same events as media advisories. The exception to this is if something unexpected and important happens at an event where you did not send out an advisory. If, for instance, you find a particularly egregious and illegal action, you should send out a release.

Typically, you should follow a schedule like this to send out the advisory and release:

1) Two days before the event at 10:00 am: Send out the advisory to all outlets you can contact, and follow up with a quick phone call to each outlet checking if they got it and asking if they would like to come. Asking a question helps to get a response. ("Hello, I'm calling with ____ Climate Save. We are holding ____ event this Saturday with famed actor ____ attending and wanted to check if you got the press advisory. Are you interested in attending?")

2) The day of the event at 10:00 am or first thing in the morning: send out the advisory a second time to every outlet you can contact, and follow up with a quick phone call just like the previous one. If the event is later in the day, do 10:00 am; if the event is early, do first thing in the morning or even the night before.

3) As soon as the event happens or once video uploads: send out the release to every outlet you can contact. This step is a little complicated, so be sure to do the following:

1) If something remarkable happens at the vigil (e.g. shocking finding), modify your press release to highlight that.

2) If you have video, upload it to a Dropbox folder and include a link to the folder immediately after the title of your press release (e.g. "VIDEO"). You can send the link out in the press release before video is done uploading or wait for it to upload if the video does not take long. Do not wait more than four to five hours to send it out, though!

3) Follow up with a quick phone call. This should be similar to the one for the advisory, only instead of asking if they are interested in attending, ask if they are interested in covering it.

Why is this important?

More coverage. Each document massively increases your chance of coverage. The advisory can lead the press to decide to come along to the event, which will then

make the story their own. If press comes to the event, be sure to have them interview organizers and any notable activists.

Things to remember

Our general aim is that the press gives us positive coverage – but this isn't always the case. For example, at the first vigil for East London Chicken Save – the press focused on what someone had spray painted on the slaughterhouse, instead of the animals or the great work of the activists. If you are approached for an interview, stay relaxed and remember that our focus is always on the animals and building an animal justice movement using a Tolstoyan and Gandhian love-based approach. Please see the 'Media Interviews' section below for more help on this.

Media interviews:

Media interviews may not be everybody's favourite thing, but they are a great opportunity to speak about local groups and The Save Movement, to share with the public the fantastic work we are doing. If you are given the opportunity to talk to the media (journalists, radio stations, TV shows), here are a few tips to remember:

1. Preparation

Like with many things, preparation is key. We recommend short bullet points of what you want to say, so you can glance at your notes and they will remind you if you lose your way.

Example key points for a local vigil are:

- Bearing witness – showing compassion, sharing their stories, promoting veganism and activism;
- Date of next vigil and upcoming all day vigil and outreach events/vegfests;
- The Save Movement – our mission and our love-based approach; the growth of the Movement.

2. Be cool!

It is very likely that the radio host, presenter or journalist you are speaking to isn't a vegan – so expect the traditional questions we are all used to hearing as vegans ('protein?!'). If an interview does go down this road, make the most of the opportunity to educate people about veganism. You may face people who aren't particularly sympathetic to the cause, but as long as you keep calm and provide any useful information you will be doing a great job.

3. Remember our aims

When dealing with press – our aim is to gain positive coverage of The Save Movement, to educate people about what we do (the love-based approach) and promote climate and animal rights.

Example :

With a recent press interview, the first question I was asked was 'What is your message to Cheale Meats?' (this is the slaughterhouse where we hold Essex Pig Save vigils). I had to think about this question – about what they were asking me and what kind of

article this could potentially lead to. I then reminded myself of these aims, and realised that I didn't want the focus of the article to be on the slaughterhouse, but on the great work we were doing instead.

You can always use a question to your advantage. I answered this question by explaining how we adopt a love-based approach – we do not hold vigils to target slaughterhouse workers but instead to show compassion to the animals and share their story as widely as possible.

4. Contacts

Be sure to thank the person you spoke to for their time, and keep a record of their details. You never know when an interesting story may come up in the future.

5. Spinning Questions

A common piece of advice for press relations is to “answer the question you want, not the one you get.” If you get asked an off-topic question, spin it back to the topics you want to discuss. Note that sometimes even somewhat interesting questions may not be what we want to talk about: if someone asks if you just eat tofu or what recipes you use, say, “Well the real reason we're here is...”

N.B.: It is always better to send releases to specific contacts as opposed to general emails, and if you find out that somebody is interested in animals, climate, animal rights or (best of all) vegan, then be sure to make a note of that, as they are more likely to publish stories we send and give us positive coverage if they have already made the connection themselves

ACTIVITIES/EVENTS

Possible Climate Save Actions

- Wake Up World activities ... Animal Save groups will have Wake Up World activities every 4 months where people bring a non-vegan or non-activist to a vigil; Climate Save groups can do the same and aim to bring out people who are not climate activists. These will happen at the end of December, the end of April, and the end of August each year. The April ones will coincide with Earth Day.

- Do beach cleanups, which can be adapted to local contexts and geography (riverbank cleanup, forest trail cleanup). They can also lead up to film screenings.

- Movie screenings: Cowspiracy; Sea of Life; Chasing Coral; and A Plastic Ocean if there is a series of films, but not on its own because it doesn't focus on animal agriculture.

- Plan a campaign or activities for Earth Day.

- Get a booth at local environmental, peace, social justice, and zero-waste fairs.

- Ask to speak at local environmental, peace, social justice, and zero-waste fairs.
- Sell climate-related shirts and buttons and things at local fairs and VegFests.
- Put up billboards.
- Use social media.
- Contact newspapers, radio and television stations about special events that you're having.
- List your events in local online activity listings.
- Organize tours.
- Organize or help organize a climate march locally.
- Organize or help organize a climate march globally with other Climate Save groups and other climate groups.
- Contact and collaborate with other local environment or social justice groups.
- Contact school boards or local institutions about screening films.
- Create an interactive board with questions on climate change and its link to animal agriculture as an education tool to draw people -- can sbe made digitally as well. The questions can be multiple choice, with the answers and more relevant information hidden until participants make a guess. ***pictures of this ***
 - Try chalktivism: a fun way to spread the vegan climate message to passersby and kids in the streets. It will bring kids over, and they can chalk too while activists talk to their parents.*** picture of this ***
 - Use VegFund, a U.S.-based fund that provides money to raise awareness about veganism through food tastings. They especially suggest that you serve samples of mock cheese, meat, and milks. See specific requirements such as: giving out pamphlets; taking pictures; and showing receipts as proof.
 - Vegfund also sometimes pays for film screening venues, but only for certain films, and they only pay a limited amount for each venue.
 - Start Climate Save groups in local high schools -- the students could meet up with other school groups in their area, and eventually meet up online with other schools around the world.
 - Organize sit-ins at local government offices.
 - Virtual Reality using "This Is Climate Change" series from Condition One. This is available on various devices through the Within app <https://www.with.in/>

Advocacy tips

- Don't use specific numbers when talking about the percentage of greenhouse gas emissions. It's better to say that the United Nations says that animal agriculture needs more greenhouse gas emissions than all of the world's transportation.
- Use sources and scientific studies that come from renowned organizations and peer-reviewed, accredited sources.

- See the save spreadsheets 4 local and global climate groups and follow their activities so that you can join in as appropriate.
- Maybe divide up the different climate groups among volunteers so that they can follow them.

APPROACHING OTHER ORGANIZATIONS

Sample Letter:

The Climate Save Movement is part of The Save Movement, a worldwide, non-profit, grassroots organization that started in Toronto in 2010, and now has nearly 600 groups in more than 50 countries around the world.

We believe in non-violence and respect for all life on earth. We focus primarily on the detrimental effects that animal agriculture has on the environment.

We believe we are stronger together and work with people one-on-one, and form alliances with other climate groups. We do public speaking, have booths at environmental and social justice events, screen environmental films in high schools and universities, do beach cleanups, hold Earth Day events, assist with Friday for Future rallies and collaborate with other climate and social justice groups wherever possible.

We are particularly concerned about the policies and plans of the incoming Brazilian government and the repercussions for the entire planet with the planned commercialization / privatization of the rainforest. We have created a petition and are planning boycotts and global demonstrations at Brazilian embassies for January 1st, Bolsonaro's inauguration day. We're calling this Amazon Emergency Actions.

Here is the link to the petition:

<https://www.change.org/p/united-nations-stop-bolsonaro-from-destroying-the-amazon>

We would love any and all support with this... and would appreciate it if you could advertise it online, and at any upcoming events that you may have.

Please let us know if you have other questions. We look forward to working with you!

Our Mission Statement:

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eliminating fossil fuels, is our last hope to avoid catastrophic tipping points for our climate.

FUNDRAISERS

“Historically, a successful movement requires most of its donors (not most of its money) to come from the [grassroots.]” – Eric Mann, *Playbook for Progressives*.

Effective fundraising is an important part of building a successful social justice movement. Fundraising is more than about raising money. It’s about building relationships and community. There are many areas of fundraising that local groups can consider:

Hold a fundraiser

A fundraiser is a great way to build community and raise awareness of your group. Set up an organizing committee and decide on a venue, time, potential guest speakers, vegan food, music, and other entertainment. Make it a fun and positive event where people can come together and socialize and also learn about the group’s campaigns. Publicize the event by creating a Facebook event page and posters. Consider asking local media for free PSAs or subsidized ads to get the message out. Consider holding a silent auctions or raffle. Set up an information table. You may have merchandise for sale. Use the opportunity to speak to your community about the role animal agriculture plays in climate change. There will likely be people in attendance who are unfamiliar with animal agriculture’s role and have not yet thought beyond fossil fuel/shorter showers etc. This is a great opportunity to inform and inspire them to change their daily habits to reduce their carbon footprint. Presenting vegan alternative and showing how easily available they are combined with offering ongoing help (Veganuary.com/savechallenge22.com/challenge22/ etc).

RESOURCES

BOOKS

James Hansen, *Storms of My Grandchildren* (2009)

Richard Oppenlander, *Comfortably Unaware What We Choose to Eat is Killing Us and Our Planet* (2012)

WEBSITE RESOURCES

[Climate Healers website](http://www.climatehealers.org/facts/) has a list of facts that links to sources <http://www.climatehealers.org/facts/>

Paul Mahony runs <https://terrastendo.net/> and [Planetary Vegan](https://planetaryvegan.net/) has an outline of climate change that provides resources on the matter <https://planetaryvegan.net/the-issues/climate-change-in-general/>, and some meme’s and charts that are useful <https://planetaryvegan.net/memes-and->

[charts/](#)

UN/GOVERNMENT REPORTS

IPCC - <https://www.ipcc.ch/>

- SR15 report - <https://www.ipcc.ch/report/sr15/> 6th IPCC report which is 700 pages detailing the 12 years left to limit warming to 1.5 degrees Celsius

USA Fourth National Climate Assessment - <https://nca2018.globalchange.gov>

JOURNAL ARTICLES

Using peer reviewed journal articles to verify information is valuable. While access to scientific journals can be expensive [Google Scholar](#) can assist in finding fee free articles. University students have access to their libraries who maintain subscriptions to many journals. Some universities offer membership to their libraries (which include online access) eg [ANU](#).

SOME EXAMPLES

<https://www.theguardian.com/environment/2018/oct/10/huge-reduction-in-meat-eating-essential-to-avoid-climate-breakdown>

http://iopscience.iop.org/article/10.1088/1748-9326/aad401?fbclid=IwAR1FEkoleDGTeqvx3EsILx5tMnAm3Ck7Zf_ZXZKbecnRycX-3YcH0XPuTdg

<https://news.nationalgeographic.com/2018/03/great-pacific-garbage-patch-plastics-environment/>

https://www.independent.co.uk/environment/meat-dairy-industry-greenhouse-gas-emissions-fossil-fuels-oil-pollution-iatp-grain-a8451871.html?fbclid=IwAR0EOuFwSyzsQ8xlo7BHtnGfdySmBaakU_7HxGUpi3xK6vK33SxjLshoDXM

<https://www.theguardian.com/environment/2017/sep/29/methane-emissions-cattle-11-percent-higher-than-estimated?fbclid=IwAR0X5fjbFLASFAcwdmIWUUG-wu2B-vkTqowfK2UtUWg3EIljOZXMQFP01TE>