



WORLD DAY *for* FARMED ANIMALS

Looking for ways to take action on October 2nd?

Never fear, we've got you covered. Check out the ideas below to get inspired for your event!

Protests: Protests are a great way to express disapproval at an establishment's treatment or policies regarding animals. For in-depth tips on planning a protest, visit the [Advocate](#) page on our website.

Vigils & Memorial Services: Vigils and memorial services are somber events that focus attention on the tragedy of animal agriculture. They are a time to remember the losses suffered by each of the 60 billion individuals murdered by agribusiness each year. These events can be as elaborate as funeral processions or as straightforward as candlelight vigils. Props like candles, black ribbons, somber music, and funeral attire can create a very dramatic effect. They can be especially powerful when joined with our [Fast Against Slaughter](#) opportunity.



Die-ins: Die-ins are a visually powerful and symbolic form of protest. World Day for Farmed Animals die-ins take a stand for animals (whose suffering is invisible and denied). The idea is for a group of activists dressed in black to lie down motionless for a set amount of time (we recommend about 20-30 minutes). These are most effective when done in a high traffic area, where people can see. You may also consider having attendees who are participating in the [Fast Against Slaughter](#) hold signs inviting people to ask them why they are not eating on that day, giving them an opportunity to explain the event as well.

Cage-ins: Cage-ins are an excellent way to bring attention to the plight of farmed animals, particularly pigs and poultry birds. They are highly effective in conjunction with videos and can attract a media attention. For tips on getting media attention, contact us at info@dayforanimals.org.

Pay-Per-View Video Outreach: Playing a video to expose standard farming and slaughter practices is a sure way to simultaneously grab attention and create awareness. You may choose to [organize a video screening](#) or participate in FARM's 10 Billion Lives program by offering people \$1 to watch our 4-minute video (10BillionLives.com).





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Information Tables: Information tables require relatively little planning and allow activists to engage the public in meaningful, one-on-one dialogues. Pick a popular location and busy time of day, get a permit (if necessary), then show up for a few hours with a large table, display materials and handouts. Check out the [Advocate](#) page for more tips on educational outreach.

Exhibits: Exhibits are basically the unstaffed version of an information table. The typical duration of an exhibit ranges from one week to one month. Libraries and student unions are popular locations for exhibits, which tend to be more visual than information tables. Display materials, including books, are usually under protective glass cover, while handouts are available to passersby. Check out the [Advocate](#) page for more tips on educational outreach.



Leafleting: Leafleting is a simple activity, as it requires no permits, no equipment, and little planning. Make the most of your efforts by hitting high-traffic areas at the busiest times. Lunch hour and quitting time are optimal times. Leaflet any occasion with your choice of our free colorful postcard-sized handouts. Check out our [Leafleting Action Guide](#) for tips and tricks.

Literature Distribution: If you're short on time, simply drop our "Have we been lied to?" booklets off at various locations throughout your community to spread the word. Locations can include animal shelters, vet offices, libraries, universities, health food stores, or anywhere else you see fit.

Have other questions? Contact us at Info@DayForAnimals.org.