

Strategic Plan 2017-2019

Campaign: [#SaveTheAnimalsSaveTheEarth](#)

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DEVELOPED BY:

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Introduction

It is the greatest crisis in the history of the animal welfare movement: a mass extinction of species is now underway– we’re now losing up to 200 species every day. Scientists are calling it the 6th Great Mass Extinction of Species in Earth’s history. Yet, none of us in animal welfare are talking about it with any urgency. And we all know why*.

The leading drivers of this extinction crisis are global deforestation, rainforest depletion, and climate change. And the #1 cause of all those is Global Animal Agriculture (GAAg). This means that meat and dairy consumers are the #1 cause of mass species extinction. [For a brief summary of the scientific research that explains how GAAg is the leading cause of global deforestation, rainforest depletion and climate change, and therefore the leading cause of the dual planetary crises of mass species extinction and climate change, see the Fact Sheet in Appendix 3. And for a more detailed analysis refer to our [Campaign Case Statement](#).]

*For the 10,000+ animal welfare organizations in the U.S., meat and dairy consumers also make up +90% of the donor base. Animal welfare leaders at both the local *and* national levels are afraid to challenge the habits of their donors for fear of losing their financial support.

In our silence, we betray our values, we fail the animals, and we are complicit in the single greatest crisis in human history, this mass extinction of species now underway.

The **Mission** of this campaign is to encourage animal welfare agencies across our movement to adopt a public vegan policy, promote veganism as the single most effective means to mitigate the dual planetary crises of mass species extinction and climate change, *and* to encourage other animal welfare groups (AWGs) to do the same.

Our **Vision** is for a renewed, unified movement around the core value of veganism– uncompromised compassion; and for a robust, enlightened vegan constituency.

The **Core Value** that guides all our goals and engagement is *uncompromised compassion*.

Key Objectives & Metrics (see Appendix 2 for more detail on selected metrics):

1. Achieve 100,000 petition signatures within 3 months.
2. 100 Endorsement partners (activists, groups & luminaries).
3. Directly engage the 10,000+ local and national animal welfare groups.
4. Achieve 600,000 petition signature within 6 months.
5. 1,000 additional animal welfare groups adopt a public vegan policy.

This Strategic Plan was developed using Robert J. Burrowes' [Nonviolent Campaign Strategy methodology](#):

Strategic Aims & Political Purpose¹:

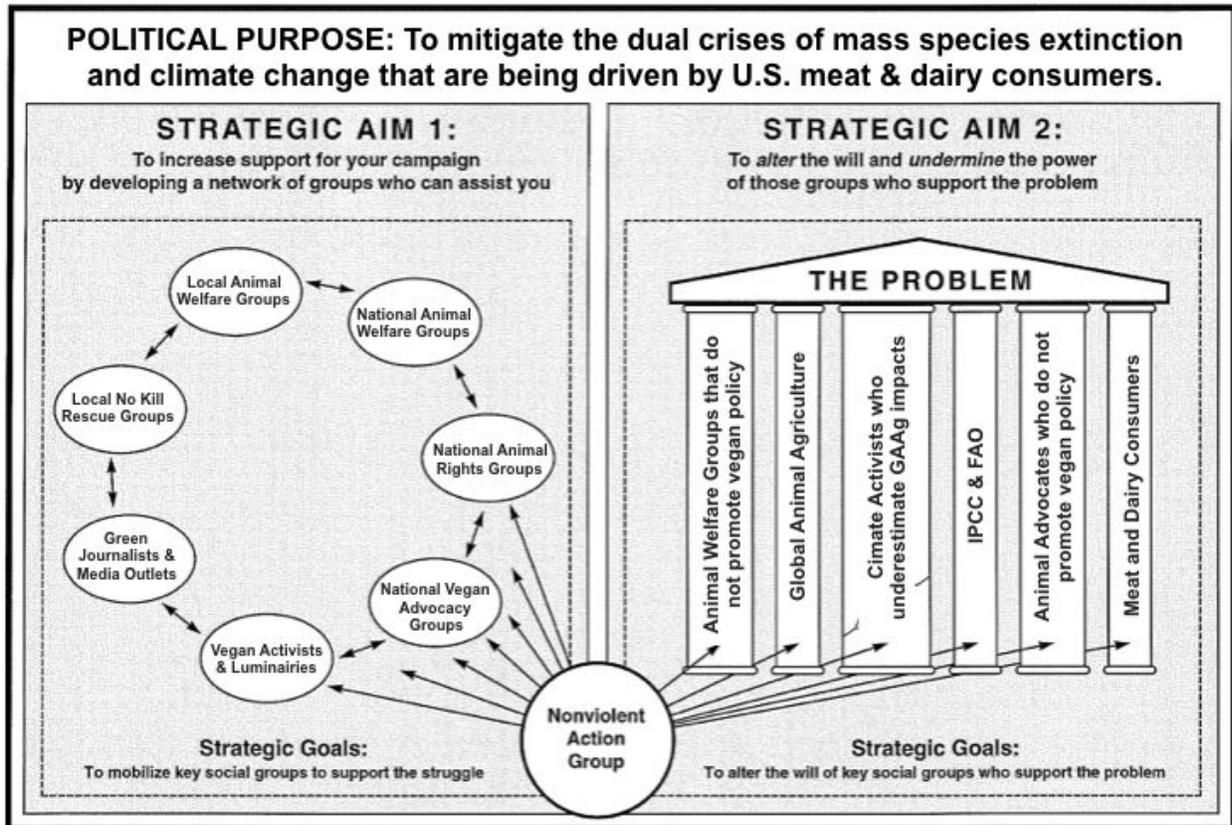


Figure 2 - Political Purpose & Strategic Aims

Strategic Goals:

(1) *To cause* national Animal Welfare Groups (AWGs) to adopt a public vegan policy, to promote the vegan diet to their constituents as the single greatest change an individual can make to mitigate mass species extinction and climate change- **and to encourage all AWGs to do the same:**

- (a) ASPCA
- (b) Best Friends Animal Society
- (c) Farm Animal Sanctuary
- (d) HSUS
- (e) Mercy For Animals

- (f) No Kill Advocacy Center
- (g) PETA
- (h) Others...

(2) *To cause* local and regional AWGs to adopt a public vegan policy, promote the vegan diet to their constituents as the single greatest change an individual can make to mitigate mass species extinction and climate change- **and to encourage other AWGs to do the same.**

(a) [Online database of over 10,000 registered AWGs](#)

(3) *To cause* local and regional No Kill groups to adopt a public vegan policy, promote the vegan diet to their constituents as the single greatest change an individual can make to mitigate mass species extinction and climate change- **and to encourage other AWGs to do the same.**

(a) [Online database of over 10,000 registered AWGs \(including No Kill groups\)](#)

(4) *To cause* “green” journalists and Media Outlets to encourage national, regional, and local AWGs to adopt a public vegan policy, and to promote the vegan diet to their constituents as the single greatest change an individual can make to mitigate mass species extinction and climate change.

(a) Online database of green journalists and media outlets **TBD**

(5) *To cause* vegan activists, opinion leaders and luminaries to encourage local, regional and national AWGs to adopt a public vegan policy, and to promote the vegan diet to their constituents as the single greatest change an individual can make to mitigate mass species extinction and climate change.

(a) Online database of vegan opinion leaders and luminaries **TBD**

(6) *To cause* National Vegan Advocacy Groups to encourage local, regional and national AWGs to adopt a public vegan policy, promote the vegan diet to their constituents as the single greatest change an individual can make to mitigate mass species extinction and climate change- and to encourage other AWGs to do the same.

(a) Online database of National Vegan Advocacy Groups **TBD**

(7) *To cause* national, regional and local Animal Rights Groups to encourage local, regional and national AWGs to adopt a public vegan policy, promote the vegan diet to their constituents as the single greatest change an individual can make to mitigate mass species extinction and climate change- and to encourage other AWGs to do the same.

- (a) Online database of national, regional and local Animal Rights Groups **TBD**
- (8) *To cause* caring, concerned citizens to stop supporting AWGs who do not adopt a public vegan policy.
- (a) Online database of AWGs who do not adopt a vegan policy **TBD**
- (9) *To cause* consumers of GAAg to stop consuming meat, dairy and egg products.
- (10) *To cause* climate activists and experts to call out climate scientists who underestimate the impacts of GAAg on climate change.
- (a) Online database of climate scientists who underestimate GAAg impacts **TBD**
- (11) *To cause* climate activists and experts to call out the FAO and IPCC for underestimating the impacts of GAAg on climate change.
- (12) *To cause* caring, concerned citizens to call out animal advocates, opinion leaders and luminaries who do not support public vegan policy for all AWGs
- (a) Online database of animal advocates, opinion leaders and luminaries who do not support public vegan policy for all AWGs **TBD**
- (13) *To cause* caring, concerned citizens to call out meat & dairy consumers who refuse to give up their animal-based foods.

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Conception of Nonviolence for Campaign Engagement²

Campaign objectives and activities specific to each of the Strategic Goals above will include direct engagement with social groups who support our campaign, as well as the social groups who resist our campaign and/or support the problem our campaign seeks to resolve.

The **Core Value** that guides all engagement of the *#SaveTheAnimalsSaveTheEarth* campaign is *uncompromised compassion*. Therefore, the means of conduct by which all campaign participants are expected to adhere is nonviolent action.

The ultimate end of our efforts is not just the outcome of this campaign, but its contribution to the greater vision of a just, peaceful, and ecologically sustainable society of self-realized human beings. Therefore the following “action agreements” are hereby established to guide all activist behaviour—

***#SaveTheAnimalsSaveTheEarth* Campaign Code of Nonviolent Discipline*:**

- *I will speak the truth.*
- *I will treat each person (including the opposition) with respect.*
- *I will not initiate or participate in any violent action— physical nor verbal.*
- *I will act in accordance with the decisions and planned program of the organizers.*
- *In the event of a serious disagreement, I will withdraw from the action.*
- *I will accept responsibility for my actions; I will not use secrecy.*
- *I will not participate in any actions while under the influence of drugs or alcohol.*
- *I will protect the property of my opponents and police/military personnel.*

***Your participation in any/all campaign activities indicates your acceptance of these action agreements.**

Organization³:

The *#SaveTheAnimalsSaveTheEarth* campaign is initiated by Brother Wolf Animal Rescue to encourage broad, collaborative participation across our movement. We are seeking collaboration with individual activists ([click here for the Activist Toolkit](#)), as well as (Peer) collaboration with groups, outlets, luminaries, and organizations.

Peer collaboration can be achieved in two ways: “Endorsements” and “Partnerships”:

Endorsements

Collaboration through “Endorsement” is accomplished by the Peer’s endorsement of [the campaign petition](#), which is a foundational resource to the overall campaign. There are two ways that groups, outlets, luminaries, and organizations can “endorse” the campaign petition:

(1) If the Endorser has already adopted and promotes a public vegan policy (which means, in it’s simplest form, that organizations choose not to serve any animal products at any/all events, fundraisers, or functions), their public endorsement and promotion of the petition **as outlined in Appendix 1** will qualify them as an official “Endorser” of the campaign. See Appendix 1 for the “Benefits and Requirements of Endorsement.”

(2) If the Endorser is adopting a new vegan policy as defined in the launch petition, their public endorsement and promotion of the the petition as outlined in the appendix will qualify them as an official “Endorser” of the campaign. For the benefits and requirements of Endorsement, please see Appendix 1.

Partnerships

Official “Partnerships” are intended to encourage broad, collaborative participation across our movement to best accomplish the strategic goals of the Campaign. Partnerships will create distributed ownership of the campaign activities and outcomes, including autonomy of execution and engagement.

Collaboration through “Partnership” is accomplished by:

- (1) Endorsement of [the launch petition](#), as explained above,
- (2) Endorsement of the Strategic Goals in this Strategic Plan,
- (3) Acceptance of the “action agreements” in the **Code of Nonviolent Discipline**, and
- (4) Agreement to one or more Tactics to help accomplish one or more of the Strategic Goals.

Campaign Partners may participate in monthly strategic conference calls and share in campaign decision-making ongoing (see Leadership section). Partner logos will be prominently displayed on all campaign collateral.

Leadership⁴:

As explained in the preceding section on Organization, Brother Wolf seeks to create a distributed organizational structure (Campaign Network) of collaborative Partnerships with groups, outlets, luminaries, and organizations. The structure of these Partnership Agreements will emphasize collective participation, autonomy, and decentralization of leadership.

1. Ensure timely, open, effective communications.
2. Ensure the strategic aims are kept clearly in focus,
3. Ensure buy-in among Partners on the strategic fit of particular tactics, and
4. Ensure strategic flexibility.

Communications⁵

Internal Communications

Brother Wolf will provide an ongoing status of campaign activity: to provide analyses on what's working, what's not, etc.; to plan, implement, and evaluate the nonviolent strategy ongoing; to communicate tactical ideas; and to help maintain morale and discipline.

Communications with Opponents

Given the human needs for recognition and self-respect, all interpersonal communications with opponents should strive to affirm the dignity and worth of the individual.

Communications with Third Parties

Communication by activists and Partners with third parties (independent media, neutral agencies and opinion leaders, etc) should emphasize the nonviolent nature of our Campaign and include discussions about how these parties can act in solidarity with our strategic aims.

The reliability of the source of a communication and the accuracy of its content are far more important than the means of a communication. Our campaign's core source material- our [Fact Sheets and Case Statement](#) should serve as the foundational science supporting all our claims, and should not be deviated. Any concerns or disputes to our core claims should be presented to Brother Wolf to facilitate official response from our science advisors.

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Preparations⁶:

The scientific basis for our Campaign claims has been thoroughly researched in advance of this Strategic Plan. The [Case Statement and Fact Sheet](#) are available for download on the campaign web page.

Campaign activists and Partners should acquaint themselves with our core claims to be best prepared in tactical communications. The research references have been vetted by our science advisors who are ready to defend the claims.

Similarly, activists and Partners should practice sufficient planning and preparations for their tactical activities. For help with tactical planning, message the campaign facilitator on the Community Facebook page.

Constructive Program⁷

“Fear of the Truth has led humankind to the brink of extinction. Only the Truth, lived fearlessly, can save us now.” – Robert J. Burrowes

These 9 core truths are fundamental to the mission, strategic aims, and vision of this campaign:

1. Meat & dairy consumers are the leading cause of the dual crises of mass species extinction and climate change.
2. We cannot rely on corporate media to accurately communicate the causes and urgency of these crises.
3. We cannot rely on government or industry to mitigate these crises; the change must come from the grassroots.
4. The transition to a vegan diet is the single most effective change we can make to mitigate these crisis- and the only sustainable way forward for us humans.
5. That makes meat and dairy consumers our single greatest hope for change.
6. Meat and dairy consumers make up +90% of the donor base for animal welfare groups.
7. Animal welfare leaders are afraid to challenge the habits of their donors for fear of losing their financial support.
8. If animal welfare groups unify around veganism, our donors will follow our lead.
9. The change we seek will accomplish a more prosperous, nonviolent, self-realized humanity, and an ecologically sustainable future for us, the animals, and the Earth.

Throughout the history of animal welfare activism, we have villainized the abusers and consumers of animals, and for good reason. But, we have created an impasse that must be overcome if we are to be successful.

If we are to heal that impasse and win over the hearts and minds of meat and dairy consumers, we activists will need to dig deeper and become as adept at pointing out our human virtues, as we have our flaws. And most important, **we must gain equal proficiency at nurturing a constructive, inspiring vision for our collective future, as we have at pointing out the horrors of the current state of human society.**

Strategic Timeline⁸

Considering the scope *and* urgency of change needed, and using research on “[achieving social consensus through the building of committed minorities](#)”, we have committed the campaign to an 18-month timeline to encourage at least 1,000 animal welfare groups (of the 10,000+ groups in the U.S. who do not yet have a public vegan policy) to adopt a vegan policy and promote veganism to their constituents as the single most effective change we humans can make to mitigate the dual crises of mass species extinction and climate change.

[For an explanation of this analysis, please see Appendix 2.]



Tactical Planning⁹

Brother Wolf seeks to encourage broad participation at the grassroots level,, and to share leadership functions widely to encourage tactical autonomy and efficiency.

Therefore, each Partner is encouraged to customize a Tactical Plan by selecting tactics from recommendations in the **Campaign Tactics** below that are best suited to their resources and brand identity (how the Partner’s constituencies would expect them to deliver such urgent claims at this crucial moment in history).

Hence, your custom Tactical Plan should:

1. Identify the specific Strategic Goals (see section above) that you/your organization intend to focus on.
2. Ensure that, when planning any tactic, it is guided by its strategic goal, not its political objective. (If you do not understand this vital distinction, read this brief article: [‘The Political Objective and Strategic Goal of Nonviolent Actions’](#)).
3. If you/your organization have questions or need help formulating your Tactical Plan, please message the facilitators at the [Group Page for Partners & Activists](#), the public [Community Campaign Page](#), or via the Campaign Website at www.SaveTheAnimalSaveTheEarth.org.
4. To optimally impact the strategic goals that you/your organization have decided to focus on, consider the three major categories of tactics – (i) protest and persuasion, (ii) noncooperation, and (iii) nonviolent intervention – and the vast array of tactics in each category. Given the variety, careful thought needs to be given to selecting the tactics that are most likely to help achieve your strategic goal in this context.

For example, if one of the strategic goals that you/your organization have chosen to focus on is strategic goal #8: “To cause caring, concerned citizens to stop supporting AWGs who do not adopt a public vegan policy,” then you might choose (among other tactical options) to picket the entrance of an unresponsive AWG facility and use moral suasion on its visitors and personnel (a form of protest); or you might choose to no longer donate to the AWG (a form of noncooperation); or to blockade access to a specific fundraising event for the AWG (a form of nonviolent intervention). Clearly, there are significant but different strategic implications associated with each tactic. Obviously, these need to be carefully considered in light of the strategic aims and stages of the strategy.

Campaign Tactics¹⁰

Below is a list of the recommend tactics for achieving the strategic goals of this campaign. Use the guidelines above to determine which tactics are best suited to impact the strategic goals that you/your organization have decided to focus on. The recommended tactics are organized by three major categories: (I) Protest and Persuasion, (II) Noncooperation, and (III) Nonviolent Intervention:

(I) Tactics of Protest and Persuasion:

Formal Statements

- Letters of opposition or support (Letters to the Board, etc)
- Declarations by organizations and institutions (Letters to the Editor, etc)
- [Group or mass petitions](#)

Communications with a Wider Audience

- social media memes and posts
- Blogs, e-newsletters, broadcast emails
- Web-ready podcasts and videos

Group Representations

- e-lobbying (via social media and email)
- Picketing, e-picketing

Symbolic Public Acts

- [Silent Protest](#)
- [Chalktivism](#)

Pressures on Individuals

- Public taunting opposition or noncooperative officials
- Vigils

Drama and Music

- Humorous skits and pranks
- Performances of plays and music
- Singing

Processions

- Marches
- Parades
- Motorcades

Honoring the Dead

- Mock funerals of farmed animals and endangered wildlife

Public Assemblies

- Protest meetings
- Teach-ins

Withdrawal and Renunciation

- Walk-outs
- Silence (Standing in Silence)
- Turning backs to oppressors or noncooperative AWG leaders

II. Tactics of Noncooperation

Tactics of *Social* Noncooperation

Noncooperation with Social Events, Customs and Institutions

- Student strike

Withdrawal from the Social System

- Total personal noncooperation

Tactics of *Economic* Noncooperation

Action by Consumers, Donors

- Consumers' boycott of animal-based food producers (ABFPs)
- Consumer endorsement of vegan products, companies
- Donor boycott of noncooperative AWGs

Tactics of *Political* Noncooperation

Rejection of Authority

- Withholding or withdrawal of allegiance to noncooperative AWGs
- Refusal of public support to noncooperative AWGs
- Literature, speeches advocating resistance to noncooperative AWGs

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III. Tactics of Nonviolent Intervention

Psychological Intervention

- Vow of silence
- Fast
- Reverse trial (activists hold prosecutors and authorities to account)
- Nonviolent harassment

Physical Intervention

- Sit-in
- Stand-in
- Pray-in
- Speak-in
- [Guerrilla theater](#)

Economic Intervention

- Politically Motivated Counterfeiting
- Selective philanthropy

Political Intervention

- Overloading of administrative systems
- Seeking imprisonment

Reference: Excerpted from [Tactics of Nonviolent Action](#).

Evaluation¹¹

As explained above in the sections on Organization and Leadership, Brother Wolf will facilitate an open communications framework to support collaboration among activists, Endorsers, and Partners. The hub of this communications framework will be the [GROUP PAGE FOR PARTNERS & ACTIVISTS](#) (Group Page) on Facebook.

Ongoing, the Group Page will include announcements about new campaign Endorsements and Partnerships. The Page will also include articles highlighting ongoing campaign actions including case-studies of exemplary tactical activities.

Ongoing, the Group Page will also present surveys and other feedback systems to assess needs and opportunities to improve tactical effectiveness.

At the end of each month, the campaign facilitator will provide a **Monthly** Status Report with a summary of campaign accomplishments for the month. And each Quarter, the facilitator will provide a **Quarterly** Campaign Report that will include a tally of progress on each of the target metrics, highlights of major accomplishment and activities, and a 90 plan for the coming quarter.

If you have any questions about this Strategic Plan, please message the facilitators at the [Group Page for Partners & Activists](#), the public [Community Campaign Page](#), or via the Campaign Website at www.SaveTheAnimalSaveTheEarth.org.

Thank you for your commitment to this most urgent campaign,

*Denise Bitz, founder and president,
Paul Berry, executive director,*

Brother Wolf Animal Rescue

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Appendix 1 - Benefits and Requirements of Campaign Endorsement:

For groups, outlets, luminaries, and organizations that endorse the petition, their name and/or logos will be added to an “Endorsements!” page on [the campaign website](#) and campaign social media pages. Plus, for each endorser, the campaign will share and boost their “endorsement” announcement (see suggestions for announcement below) on the [Facebook Community page](#) as well- and encourage the social media audience to thank/congratulate the endorser.

Groups, outlets, luminaries, and organizations can “officially endorse” the campaign in two ways:

(1) If the Endorser already has a public vegan policy (**defined minimally as “an organization that chooses not to serve any animal products at any/all events, fundraisers, and functions.”**), they are asked to help promote the petition through their social media by (any of the following):

- sharing a post with link to petition and including text: “All animal welfare groups should adopt a public vegan policy” (see sample variations below*);
- posting a meme (graphic) including text: “All animal welfare groups should adopt a public vegan policy”* with link to petition; or
- selfie video of staff/leader: “I/We agree: “All animal welfare groups should adopt a public vegan policy”* with link to petition.

(2) If the Endorser is adopting a new vegan policy, they can issue a statement through their social media by (any of the following):

- sharing a post with link to petition and including text: “We have just adopted a public vegan policy and all animal welfare groups should do the same” (see sample variations below*)
- sharing a meme (graphic) with link to petition and including text in meme or post: “We have just adopted a public vegan policy, and all animal welfare groups should do the same”*
- selfie video of staff/leader: “We’ve just adopted a public vegan policy, and we believe all animal groups should do the same”* with petition link in post

The petition URL (link) is:

<https://www.change.org/p/animal-rescue-groups-adopt-a-vegan-policy-to-save-the-animals-and-the-earth>

If groups want to avoid having to defend the science, they can refer folks to our Case Statement at: <http://www.bwar.org/save-the-animals-save-the-earth/>

***Some sample short-form Endorsement Statements to accompany link to petition:**

"All animal welfare groups should adopt a public vegan policy"

"Sign the petition: All animal welfare groups should adopt a public vegan policy"

"We/I agree: All animal welfare groups should adopt a public vegan policy"

"Tell animal welfare groups to adopt a public vegan policy. It's time."

"Meat & Dairy Consumers are driving Species Extinction & Climate Change - all animal welfare groups should adopt a public vegan policy."

"It's time: all animals groups should endorse a public vegan policy."

"This is NAME from ANIMAL GROUP and I/we agree: all Animal Groups should adopt a public vegan policy. It's time."

***Some sample long-form endorsements to accompany link to petition:**

"Hi, this is NAME. Do you know that a mass extinction of species is now underway? We're now losing up to 200 species every day. Scientists say the #1 cause is Global Animal Agriculture. That means the most effective change anyone can make is the transition to a vegan diet. It's time: all animal welfare groups should adopt a public vegan policy and get the word out. Please sign and share the petition. Thank you."

"Hi, this is NAME with ANIMAL GROUP. Do you know that Meat & Dairy consumers are the leading cause of mass species extinction and climate change? That means the transition to a vegan diet is the single most effective change anyone can make. We [just adopted/have] a public vegan policy and [will no longer / do not] serve meat and dairy at any of our functions. And we believe all animal groups should do the same. It's time. Please sign and share the petition to help get the word out. Thank you."

"Hi, this is NAME with ANIMAL GROUP. Do you know that the #1 cause of mass species underway is Global Animal Agriculture? That means the most effective change anyone can make is the transition to a vegan diet. We have just adopted a public vegan policy. It's time: all animal welfare groups should adopt a public vegan policy and get the word out. Please sign and share the petition. Thank you."

Appendix 2 - Target Campaign Metrics

Given the unprecedented urgency of mass species extinction and climate change, we wanted to establish the most optimal target metrics within reach of this campaign that could contribute the most meaningful impacts to help mitigate these crises. To benchmark our analysis, we used the 2014 research of Drs. Sailesh Rao and Azul Jain, [The Lifestyle Carbon Dividend](#) (LCD).

The LCD is a landmark study that underscores the massive impacts of Global Animal Agriculture (GAAg) to climate change. Specifically, LCD found that if 41% of the lands now used by GAAg (for grazing farmed animals and growing feed crops for farmed animals) were reforested (the 41% was identified as original forest lands now deforested for use by GAAg), the recovered forests would sequester (absorb) more carbon dioxide (CO₂) than has been put into the atmosphere by humans since the beginning of the industrial age (1750)!

In such a scenario, the related reduction in “livestock production” would further eliminate proportionate (viz. ~41%) methane gas (CH₄) emissions that result from “livestock production”. GAAg is the leading contributor to global CH₄ emissions. And CH₄ has 86% more global warming potential than carbon dioxide in a 20-year timeframe. So, the LCD proves that a market-scale reduction (viz. ~41%) in GAAg production would achieve substantial reductions in both short-term and long-term global greenhouse gas emissions.

Further, the reforestation scenario afforded by market-scale reductions in GAAg production as prescribed in the LCD solution would provide significant new habitat for recovery of land-based wildlife populations. And the added sequestration potential of reforested lands would also help mitigate the burgeoning mass extinctions of marine wildlife due to ocean acidification (driven by excessive CO₂ absorption).

Of course, to make way for such market-scale reductions in GAAg production— and within a meaningful, near-term timeframe— 100s of millions of global meat and dairy (MAD) consumers would need to reduce consumption proportionately *and with commensurate urgency*. Such a transition would require abrupt and comprehensive social change...

In reviewing the science on social change dynamics for such an abrupt and comprehensive social change scenario, we found recent [research](#) that proves “a prevailing **majority opinion in a population can be rapidly reversed** when [just 10% of committed agents within that population] consistently proselytize the opposing opinion and are immune to influence.”

For our part in America, there are about 330 million Americans, and almost all are MAD consumers. If we assume an ideal best-case scenario where America leads a global transition to a vegan diet, then, borrowing from the research above, ~33 million Americans would need to transition to a vegan diet, to affect the 10% “tipping-point” dynamic.

As stated in the Constructive Program section of this strategic plan, “we cannot rely on government or industry to encourage this change; the change will have to come from the grassroots.” And as animal welfare advocates, we know that animal rescuers are among the scrappiest, most dedicated grassroots activists. We live our work 24-7. And, all indications are that if such an abrupt and comprehensive change is to occur in America, it’ll be animal welfare advocates who lead the way:

America is far and away the world’s leading consumer of meat and dairy. However, [a 2016 poll](#) found that about “85% of Americans support ‘animal protection;’ 79% agreed that “animals should be protected from all suffering and harm caused by humans;” and that Animal Protection is “the cause most favorable to Americans, garnering support from 85 percent of Americans, up from 71 percent in 2005.”

That makes the animal welfare movement the most potent catalyst for potential social change in America. So the burden of opportunity is on us; we need only the courage to lead. And the window of time to seize upon this opportunity is imminent: according to a [press report in 2012](#), the UN Intergovernmental Panel on Climate Change (IPCC) and the International Energy Agency claim(ed) that “within five years, greenhouse gases may increase to irreversibly catastrophic levels if nothing is done to change course.”

That was five years ago. We’re out of time.

Thus the urgency and specificity of this campaign: we are challenging the leaders of the +10,000 registered local, regional, and national animal welfare groups in the U.S. to adopt a public vegan policy; to promote “the transition to a vegan diet as the single most effective change we can make to help mitigate the dual crises of mass species extinction and climate change;” and to encourage the leaders of other AWGs to do the same.

We used the social change research above to determine optimal target metrics for the key audiences of this campaign: to achieve the 10% “tipping-point” dynamic within the animal welfare movement, our target metric for campaign “success” is to encourage 1,000 animal welfare groups (AWGs) to adopt and promote a new vegan policy; and to achieve buy-in among the estimated ~6 million vegans in the US, we have set a total goal of 600K signatures* for our campaign petition. *At the 100K mark in our petition drive, we will begin a letter-writing campaign to the leaders of all +10,000 registered animal welfare groups, referencing our petition progress, and seeking dialogue regarding their transition to a new public vegan policy.

These are aggressive targets, but only represent the minimum requirements needed to achieve the dynamics of rapid social change outlined above. We are confident that our colleagues can/will rise to meet this most urgent challenge.

Appendix 3 - FACT SHEET

Save the Animals, Save the Earth

FACT SHEET: *The Case for Urgent Transition to a Vegan Diet*

1. **A mass extinction of species is now underway– up to 200 species are going extinct every day.** [[Gerardo Ceballos et al., Proc Natl Acad Sci U S A, 2017](#)]
2. **According to WWF Living Planet Index (LPI) data projections, world wildlife population decline of the LPI approaches 90% by 2025.** [[WWF. 2016. Living Planet Report 2016](#)]
3. **The primary drivers of this mass extinction of species are global deforestation, rainforest depletion, and climate change.** [[Gerardo Ceballos et al., Proc Natl Acad Sci U S A, 2017](#)]
4. **The leading cause of global deforestation and rainforest depletion is global animal agriculture.** [[Smith, Bustamante, IPCC AR5 Ch. 11 AFOLU 2009](#)]
5. **In a 20-year timeframe, the leading cause of global greenhouse emissions and climate change is global animal agriculture.** [[Goodland, R. & Anhang, J. WorldWatch 22, 10–19 \(2009\)](#)]
6. **Animal Agriculture Industry experts are predicting that meat and dairy consumption will increase 135% by the year 2050.** [[Thomas E. Elam, Center for Global Food Issues, 2005](#)]
7. **The transition to a vegan diet is the single most effective change we can make to forestall the dual crises of mass species extinction and climate change.** [[Rao; Jain, University of Illinois; AGU 2015](#)]
8. **“A well-planned vegan diet is appropriate for all stages of the life-cycle including during pregnancy, lactation, infancy, childhood, and adolescence.”** [[J Am Diet Assoc. 2009 Jul;109\(7\):1266-82.](#)]