

Hello,

If the results of this experiment are implemented and more organizations and volunteers leaflet, this could potentially help millions of animals. On behalf of all those you'll be helping, I'd like to say thanks!

This is a serious experiment that may be published in a scientific journal, so **it is very important you read the following instructions**. If you don't, it may not be rigorous enough to get into a journal. So please read carefully.

If you are curious about the study overall, please check out our whole [methodology here](#).

What You'll Need

1. Both types of leaflets (unless you are specifically leafleting with only the control)
2. A backpack or some way to carry the leaflets.
3. A phone or watch or something to use as a timer.

Leafleting Instructions

1. **How:** If you're new to leafleting, you might want to check out these [quick tips](#). If you're an old hand, you know the drill.
2. **When:** *This may not apply if you have already arranged a date with either Jon or Xio.* The best days to leaflet are Mondays or Wednesdays, because that's when more people have shorter classes, thus more foot traffic. Aim to do this during the second or third week of September, when most people's classes have started. Leaflet in a place where people will be going to a routine activity, not a special event, so that the survey team will be able to target the same group of people you did. Email Jon or Xio, whoever you are in contact with, once you've decided on the date.
3. Before you leaflet, send an email to Jon and Xio just to double check that the date is right and to ask any last minute questions.
4. You'll be handing out two different sorts of leaflets: veganism leaflets, and anti-puppy mill flyers. We're handing out puppy mill leaflets as a [control](#) so we can compare people who got a vegan flyer to those who just learned about where puppies come from.
5. **Start by handing out the puppy mill flyers.** Alternate every hour between vegan and puppy flyers. Set an alarm on your phone, watch, or other

time-keeping device that goes off every hour to make sure to remember switching. Please make sure to do this very carefully for the study, so that the results are valid.

- a. If you are working in a team in which one member of your team is being paid to hand out vegan flyers specifically, you will not be alternating which flyers you hand out. In this case, just try to make sure that you do not give both flyers to the same group of students. Choose a location for leafleting where two paths go in the same direction and each stand on one of them, face different directions on the same path, or just pay attention and when you see students talking to each other, make sure only one of you approaches the group.
6. If you forget to switch on time, make a note of it and tell us so we can take that into account. Switch as soon as you notice, then continue handing out flyers for an hour each.
7. Give out as many flyers as possible! :) Ideally, give out equal numbers of vegan and puppy flyers. However, if you find yourself getting tired at 4 hours and think you can do another hour, but don't want to stay for another whole two hours, by all means, just do another hour. **The more flyers given out the more likely we are to get significant results.** You could also split the last hour into half vegan, half puppy.
8. An important part of studies is only changing one variable. In this case, it's whether they get a puppy or vegan flyer. To make sure that it's only one variable, we are trying to keep all other variables constant. To do this, every time you offer a leaflet, just say "**Leaflet to help animals**". This will make the study more likely to have useful results.
9. It's a secret that you're running an experiment. At least it's a secret to the people you're handing flyers to. You can tell your friends and anybody else who has a reason to know. On the off chance somebody asks why you're handing out flyers, just say it's because you want to spread awareness about factory farms / puppy mills.
10. Email us when you're done and tell us:
 - a. How many of each type of flyer you handed out.
 - b. When and where you handed out the flyers so that the people surveying later can target the same areas and times.
 - c. Any changes you made to the methodology, like forgetting to switch on the hour, or handing out the vegan flyers first, etc.
 - d. (Optional): Any details about the experience, such as whether anything went wrong or if you have stories to tell about it.

And that's it! Thank you so much. A lot of animals will be happier because of what you're doing.

You got to the end! To end on a happy note, I have hidden an interesting fact here:

Did you know, that when they're happy, pigs wag their tails? And that when they play or get excited, they often spin in circles? Don't believe it? Here's a [video of a pig playing with a dog!](#)

Thanks!

Xio, Joey, and Jon.