

# ANIMAL ETHICS

## 2016 STRATEGIC PLAN

### INTRODUCTION

In 2015 Animal Ethics became known as an organization doing outreach work among activists and academics and in the streets, as well as on the internet. Our website is frequently updated and we have an active presence on social networks. Supporters also regularly share articles of ours on Reddit. In 2016, we will expand our activities in all these areas. The way we intend to do so is explained in our activities plan below.

### AIMS FOR 2016

#### GOALS

Our general goals in 2016 are the following:

##### **1. Recognition and credibility of Animal Ethics**

- 1.1. Develop a branding plan and guidelines.
- 1.2. Improve the quality of our graphics and printed materials.
- 1.3. Become known by more activists and people concerned about animals as a credible source of information.

##### **2. Organization impact**

- 2.1. Make antispeciesism a mainstream view and part of the everyday language of animal activists.

Spread among animal activists the idea that we should help nonhuman animals even when humans are not the cause of their harms, and gain acceptance of the view that this is a necessary conclusion of antispeciesism.

2.2. Further the discussion about wild animal suffering and speciesism in the academic world.

2.3. Spread antispeciesism, veganism, and concern for animals in nature among the general public, and encourage more people to engage in animal advocacy.

Success in points 1 and 2 will be measured quantitatively in terms of reach and interaction on social networks, visits to our websites and number of people reached in our outreach activities. In 2017 we will begin looking at qualitative measures.

### **3. Internal organization**

3.1. Spread our network of activists and volunteers, especially in the US, and secondarily in Europe and Latin America.

3.2. Improve the efficiency of our internal work flow to allow us to make greater use of volunteers, especially skilled volunteers. If resources permit, we would like to hire a volunteer coordinator to recruit, train, and supervise volunteers, including highly skilled professionals who do Pro Bono work in graphic design and print material design.

Success in point 3 will be measured quantitatively in terms of the number of activities carried out by volunteers, and qualitatively in terms of the improvement of the quality of our work due to work done by volunteers.

## **TARGET**

In order to achieve these goals the primary targets of our activities will be:

- (i) Animal activists
- (ii) People who are not activists but are concerned about nonhuman animals
- (iii) Those among the general public who are receptive to the questioning of speciesism
- (iv) Academics with some interest in the field of animal ethics

## WORK PLAN AND BUDGET 2016

### ACTIVITIES PLAN

#### 1. WEBSITE

By the beginning of 2016, our website will have extensive information in English, Spanish and Portuguese, addressing the following topics:

- the arguments challenging speciesism
- general issues concerning ethics and animals
- nonhuman animals' interests
- the differences and conflicts between the consideration of sentient beings and environmentalism
- animal sentience
- animals used by humans
- animals in nature
- animals and politics

In addition, there will be an Italian version of the website that will include about half of the texts. We will also be publishing a new blog post about every two weeks.

In 2016 we will update our website as follows:

(i) The website will be updated with new content featured on the front page at least three times a month. This content will be a combination of new blog posts, updates on our work, and new pages added to the main content.

(ii) The new pages that will be added to the website will include:

- A section with articles about how to help animals in the wild. Each article will address a different way to help (from small to large scale), pointing at actual examples currently taking place and indicating areas for future research.
- A section with pages on vegan nutrition aimed at people considering going vegan or

who are already vegan and in search of information. Its articles will present user-friendly information on nutrients, meeting general and individual needs, and special cases.

- New articles in existing sections, including more work that deals with countering the idea that only humans are sentient, the opposition to the moral consideration of animals, and the situation and consideration of invertebrates harmed by humans.

(iii) We will launch a version of the website in German. About half the texts have been translated already, but they still need to be proofread. The first half will be published as soon as the proofreading is done, and the other sections will be added later.

(iv) The design of the website will be reevaluated and improved to make it more attractive and more user-friendly.

(v) We will expand our current FAQ page and the introductory landing pages about speciesism and veganism for those who receive our leaflets.

**Budget:** \$12,000-16,000.

## 2. SEMINARS AND TALKS

Animal Ethics representatives gave talks in 2015 in the US, the UK, Spain, Chile, Argentina, and Peru. We will continue giving talks aimed especially at activists, academics, and people who already have an interest in the defense of animals. The talks will focus on conveying an antispeciesist message and will address animal exploitation and especially animal suffering in nature. While these events reach few people in comparison to other interventions such as leafleting and Facebook ads, they give the participants a deeper understanding of our message than less intensive outreach efforts. In addition, the people they reach tend to be more influential and can have a much bigger impact. We aim to give talks in new locations in all the places we are currently active, which includes the US, Europe, and Latin America.

**Budget:** \$500-2,500.

### 3. SOCIAL NETWORKING AND FACEBOOK ADS

By the beginning of 2016, we will have Facebook pages and Twitter and G+ profiles in English, Spanish, and Portuguese. In 2016 we will continue our policy of focusing our social media work on Facebook. Our aim is to publish an average of 2-3 times a day on each of these pages. With this work, our quantitative goal for 2016 is to reach 100,000 followers on the English and the Spanish Facebook pages, and 20,000 on the Portuguese page. Launching Facebook pages in German and Italian will not be a priority for us. We don't yet have enough volunteers who can do the work, and we will not pay someone to do it. We see this as a secondary aim we can leave for the future.

We will use targeted Facebook ads to get traffic to our Facebook pages and to selected blog posts and pages of our website.

**Budget:** \$5,000-10,000.

### 4. LEAFLETING AND TABLING

By the beginning of 2016 we will be leafleting and tabling regularly in the US, Spain, Brazil, and Argentina. We will increase the number of leafleting and tabling activities carried out and of leaflets distributed. We will measure the number of people reached and also gather anecdotal information from our activists tabling and leafleting about how our material is received. We will consider the possibility of conducting a professionally-designed study of the impact of our leaflets in the future if resources permit. In the meantime we will consider the results of studies done by other organizations, as well anecdotal evidence.

In 2016 our target will not be to distribute a certain number of leaflets, but to carry out a certain number of leafleting and tabling events regularly. Tabling has been essential for establishing local contacts, gaining a better understanding of the community, and recruiting volunteers. Our goal is a minimum of 3 leafleting and tabling events every week. We will begin tracking the number of leaflets distributed, and how and where they are distributed.

We will focus our tabling efforts on high impact events, where there are large numbers of people, and especially where we are able to leaflet around the table rather than only being

permitted to give information to people who approach the table. We will focus more on tabling in the months of June-October, when there are more events and more people attend them, and focus more on leafleting in other months, especially at and around universities.

We will look into working at additional high impact events such as the Warped Tour.

**Budget:** \$15,000-20,000.

## 5. RESEARCH AND PUBLICATIONS ON THE SUFFERING OF WILD ANIMALS

In 2016 we will:

- (i) Continue doing research on this topic. We will publish at least seven posts on our website with the results of our research, in addition to the new section mentioned above on helping wild animals.
- (ii) Publish the results of the 1st Animal Ethics Essay Prize on the suffering of animals in the wild and intervention in nature. A few months later, we will announce the 2016 essay prize. Depending on the quality of the papers submitted for the first prize, we may increase the current \$1,500 prize amount. We will also study what changes may be needed in the content of the prize announcement and the essay selection process.
- (iii) We will look for an editor to publish a book with the best papers received among those submitted for the prize, and begin editing the book with the aim that it be published one year later. This will be conditional on the quality of the received essays. We will start the translation of the book into Spanish and, if resources allow it, into Portuguese.

**Budget:** \$3,000-7,000.

## 6. PARTNERSHIPS WITH ANIMAL ADVOCACY ORGANIZATIONS

In 2015 we carried out activities (including leafleting, seminars, and talks) with Latin American (Chilean and Argentinian) organizations. We will try to have similar partnership programs with other organizations. Latin America seems like the best place to do this, though we don't rule out our doing it in other countries as well.

**Budget:** \$5,000-10,000.

## 7. CAMPAIGNS AIMED AT REACHING INFLUENTIAL PEOPLE

We will contact academics who are potentially sympathetic to our work concerning wild animals and speciesism and send them our academic work about wild animal suffering and intervention. We will send them issues of the journal *Relations: Beyond Anthropocentrism*, that Animal Ethics activists edited in 2015, as well as a report on the Animal Ethics Essay prize and the book draft (with the permission of the authors). Depending on their reactions, we will ask them if we can interview them about the issue. We will begin contacting influential people in other fields in 2017.

**Budget:** \$1,000

## ADMINISTRATION, INTERNAL WORK AND FUND RAISING

### 1. INTERNAL ORGANIZATION WORK

In 2015 we began using Huddle as an online internal communication tool. We also established protocols to communicate with volunteers and activists, and guidelines documents for tabling and leafleting. We also have standardized outlines, notes, and PowerPoint presentations for talks. In 2015 we also approved an anti-discrimination policy within the organization, focused on avoiding sexist discrimination. We will review these documents in 2016 and revise them if they can be improved.

In 2016 we will have three full-time employees, one in the US, one in Europe and one in Latin America. The employee in Latin America will do work that can have an impact internationally, such as searching for information to be used on our website and social networks. In 2016 our employee in the US will be trained in public relations to reach potential activists in a more effective way. We will call for volunteers more often on social networks and volunteer networks. If resources permit, we will hire a volunteer coordinator.

**Budget:** \$2,000

## 2. ADMINISTRATIVE WORK

The employee in the US will spend about 20% of her time on administrative work. The employees in Latin America and Europe (probably Spain) will do little administrative work. They will be focused on doing activism work which we can use internationally, although they will also do some local activism. We will pay an inexpensive company to do our administrative work in Spain. Part of this work will also be done by volunteers.

In addition to our routine administrative work, in 2016 we will begin contacting people at popular events and online channels such as The World Science Festival and Crash Course on YouTube, to explore collaboration possibilities. Most likely the work on such collaborations would begin in 2017. We will also develop a plan get stories on progressive alternative and mainstream news sources, including Democracy Now, The Young Turks, and NPR.

**Budget:** \$6,500

## 3. FUND RAISING

In 2016 we will to develop a two year fund raising plan. We intend to get more donations by getting in touch with individuals we know share our aims and are likely to support our work. Some of them may sponsor matching donation campaigns. We expect the individuals who support us to be both people who are concerned about animals in general and want to support organizations that take wild animals into account, and people whose concern is more focused on the situation of wild animals.

**Budget:** \$1,000-2,000

### TOTAL EXPECTED BUDGET

<b>EXPECTED EXPENSES</b>		
<b>Activity</b>	<b>Lowest estimated expenses</b>	<b>Highest estimated expenses</b>
Website	12,000	16,000
Seminars and talks	500	2,500
Social networking	5,000	10,000
Leafleting and tabling	15,000	20,000
Research and publications	3,000	7,000
Partnerships with animal advocacy organizations	5,000	10,000
Reaching influential people	1,000	1,000
Internal organization work and	5,000	5,000
Administrative work	6,500	6,500
Fund raising	1,000	2,000
<b>Total</b>	<b>54,000</b>	<b>80,500</b>
<b>EXPECTED INCOME</b>		
<b>Total amount of donations</b>	<b>\$75,000</b>	<b>95,000</b>

## PLANS FOR ADDITIONAL FUNDS

This is how we will spend an additional \$100,000 if we get it.

### 1. PRINT MORE LEAFLETS

We will send leaflets to volunteers around the US and around the world to leaflet with and to drop off at vegan restaurants, coffee shops, libraries, community centers, student co-ops, and other literature-friendly places. \$40,000 would allow us to distribute about 500,000 leaflets.

**Budget:** \$40,000

### 2. CREATE A VIDEO FOR OUR LANDING PAGE

We will create a video for the landing page for our leaflets and Facebook ads on veganism and speciesism. In the process, we would also gather new footage of how animals are harmed in farms and slaughterhouses.

**Budget:** \$5,000

### 3. RUN MORE FACEBOOK ADS

The effectiveness of Facebook ads still needs to be measured in detail, but it might exceed that of leafleting and other interventions. With \$15,000 we could pay for more than 200,000 ads.

**Budget:** \$15,000

### 4. HIRE A VOLUNTEER COORDINATOR

One of our challenges has been the slow speed at which most volunteer work gets done. We also have needs for professional work that we don't have a budget to pay for. We would like to hire a part-time volunteer coordinator who will recruit, train, and supervise the work of volunteers. This person would also seek out highly skilled professionals who do Pro Bono work in fields such as print materials design and marketing.

**Budget:** \$14,000 - \$20,000.

## 5. HIRE A GRAPHIC DESIGNER

We would like to hire a part-time graphic designer to give all our materials a more professional style, to improve our website, and to design graphic memes to be used online to raise concern about speciesism, wild animals, and veganism.

**Budget:** \$5,000-10,000.

## 6. ADDITIONAL RESEARCH

We will begin additional activities that further academic research about topics related to the situation of wild animals. They include paying an editor to coordinate new publications on this topic (including new books and journal special issues); organizing academic events on wild animal suffering, and funding prizes for academic work on specific issues in collaboration with journals or academic societies (in addition to our more general annual essay prize), especially work on practical policies involving feasible ways to help animals in the wild.

**Budget:** \$10,000-15,000.

## 7. FINISH THE WEBSITE IN OTHER LANGUAGES

Our website is now being translated into French and Chinese. Because the texts are translated and edited by volunteers, the process is slow, especially the Chinese translations. With some money invested in this, we could have the French and Chinese versions of the website available in 2016.

**Budget:** \$5,000-6,000.