

2014 Email from Naomi Oppenheimer

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I talked to a few of the leading volunteers who have been in Anonymous for over 10 years and they gave me a couple of examples of failures we had in the past and how we handled them:

1. After we succeeded banning circuses with wild animals in Israel we targeted circuses using pets (dogs and cats). A thorough political research led us to conclude we will not succeed with the current strategy. We switched to target city prohibitions. The strategy was that since Israel is a small country, if such bans existed in a few major cities it will no longer be profitable for these circuses to tour Israel so that the number of such shows will drastically decrease. Later on we will be able to fulfill the original campaign, when such shows are no longer popular and public opinion is more against them. We managed to outlaw these circuses in three major cities — Tel-Aviv, Be'er Sheva and Hertzelia.

2. We started a campaign called “My vegan friend” which couples a senior vegan volunteer to a new vegan. The project was not very popular, both with the guides and the new vegans and closed after a couple of months. Personal meetings were too much of an obligation and demanded too much resources. Instead we started group projects — “being vegan” workshops and seminars and the 22 day challenge were most of the communication is through Facebook.