

# Follow-Up Questions for The Save Movement, Part One (2018)

If you have set specific goals for what you wanted to accomplish in the past, have you achieved them?

Our specific goals are set in our five-year strategic plan. In the past, our goal was one of growing the movement and improving our effectiveness and efficiency. We achieved growth in vigil attendance through a number of tactics, including more frequent, regular vigils, all-day vigils with celebrity guests, workshops and free vegan food to draw more people, special vigils (like vigils in extreme weather) vigils at truck rollovers and barn fires, and five-day vigils, and developing our social media presence. We have been doubling and tripling the number of Save chapters each year since 2015 through social media memes calling for people to start groups, VegFest tours, Warped Music tour, and, more recently, a series of continental Save Organizing Tours. We increased efficiency and effectiveness through developing Activity Reports, a Memorandum of Understanding (MOU) for potential organizers, a Code of Conduct (COC) for vigil attendees, as well as a comprehensive Save Movement handbook and Guidebook for Starting a Save Group.

Is there a decision you've made recently that you haven't been able to follow through on?

Yes, our [Climate Vegan campaign](#) was launched more than two years ago with the plan of spreading climate vegan campaigns across Save chapters around the world. There are a small but growing number of Save chapters that have shown some interest in working on environmental issues. We need to find campaigners who can mobilize those interested in a new Climate Vegan Working Group. The working group will develop an Action Plan and work on and plan actions across The Save Movement.

We also need to improve our recruitment strategy by building coalitions within and across social movements at the local chapter and global campaigns levels. There are two broad methods of recruitment: one is building a mass-based membership organization by recruiting member by member (the main approach used by Save groups). A second approach is to build an organization of organizations or coalition (like the [Montgomery Improvement Association](#) (MIA) which was set up in the 1950s in the Civil Rights Movement, for example). We have had many successes partnering with other animal rights and animal welfare groups, from the Canadian Coalition for Farmed Animals, PETA, Veganuary, FARM, In Defense of Animals, DxE and other groups. We have only begun to form alliances with other social movements. For example, North Carolina Farmed Animal Save developed an anti-CAFO campaign with women's groups and River

Keepers, an environmental group. Our Climate Vegan campaign has yet to make significant allies across movements. We need to better plan and organize in this area.

We need to improve our collection of emails on our websites. The Toronto and L.A. chapters have MailChimp accounts that are used to send out weekly newsletters. Individuals can sign up on the group's website (like on the lower left of the [Toronto Pig Save home page](#), for example). We have been slower at achieving our goals at the global level since we are in the process of re-doing our website. We are collecting emails on [our website](#) and are planning to put out a weekly newsletter. We are also planning a World Slaughterhouse and Vigils Map for the homepage.

## How much time is allocated for the professional development of staff?

Our organizers and vigil attendees are the cornerstone of our movement, so we are constantly working on improving our development in order to best help the animals. Toronto Pig Save and other Save chapters hold regular brainstorming and organizing meetings and review the activity of our organizers monthly. The Save Movement has a budget committee which reviews the activity of the Save chapters each year via an Activity and Fundraising Report. We also have held Save Movement organizing weekends in the U.K., have an upcoming Animal Justice Camp in the U.K., a five-day Animal Justice Camp in Germany in front of the largest pig slaughterhouse in Europe was held in June 2018, and there is a West Coast convergence scheduled for September 2018 in California where organizers will unite and develop their skills through various workshops and breakout sessions. We plan to hold more of these events in the future.

We are currently working with Stephanie Yazgi on a series of training models for leadership development and for running organizing tours. Stephanie conducts trainings for the Center for Popular Democracy, a national association representing community organizing groups across the U.S., and has led hundreds of trainings.

## Training Topics

### Starting a Save group

- Our philosophy
- The meaning of bearing witness
- MOU and Code of Conduct

### Tactics and Logistics

- Vigils
- Bearing witness
- Tabling

- Virtual reality
- Other tactics

## Engagement

- How to engage slaughterhouse staff
- How not to blame
- Inviting validators/ celebrities
- Confrontation
- Nonviolent civil disobedience
- Police relations and planned arrest

## Safety

- Safety protocols
- Stopping a truck
- Holding a vigil
- Engaging staff or officials
- Civil disobedience
- Self care

## Building a Chapter

- Building your base
- Leadership development
- Fundraising

## Documentation

- Photography
- Video

## Traditional Media

### Print Media

- Press advisory
- Press release

### Press List TV and Radio

- Interviews
- Visuals
- Talking points

Social Media

Trauma and Self Care

Campaign Training

- Visioning and strategic planning
- Power analysis
- Campaign plan and timeline
- Coalition building

Organizing Drives: Starting New Chapters

Before you go

- Power mapping (tool: identity pie for outreach)
- Creating a work plan
- Coalitional outreach
- Set up a series of meetings
- Scoping the turf

While you're there

- Workshop training on vigils and other street activism and vegan outreach
- Strategic one-on-one meetings with key contacts
- Hold a vigil
- Hold a meeting of the core group interested
- Facilitate preliminary visioning and mini strategic planning session
- Assign roles based on strengths/interest

Follow up

- Create regular check-ins with your local leaders for a finite amount of time

How do you integrate and encourage diversity practices within your recruitment and hiring process?

The Save Movement is global, with more than 430 groups in 50 countries and with diversity in its leadership at the local and global levels. We provide funding and occasional fellowships to organizers (based on the level of activity of their groups across regions). There are fellowships for regional organizers in Europe, North America, Latin America, and Australia. We are working on building the movement in Asia and Africa and will provide funding for regional coordinators in the future.

In the U.K., Save organizers advertised for people for the tasks needed by the [U.K. Community Interest Company](#), and ensured that on all of the advertisements we encouraged people from non-white/male groups to apply. We also ensured that the panel who interviewed for the roles was a majority non-male, non-heterosexual panel.

## Can you give an example of how your organization benefited from diversity programs, or from having diverse members in their work community?

The Save Movement is developing a regional liaison structure where regional liaison committees have representation from countries and regions to facilitate. The Save Movement is also developing a working group structure with diverse participation from around the world. Media, Social Media, the World Slaughterhouse Map Working Group and Save Graphics Working Group are comprised of participants from various countries and continents. We are looking for further representation from all regions.

Other local and regional Save organizations have committees which have diverse representation. For example, Buenos Aires Animal Save has a working group structure for vigils, media, social media, and fundraising. In L.A., the Animal Alliance Network (AAN) is largely comprised of Latino organizers. The AAN joined The Save Movement. It holds vigils on Wednesdays, while L.A. Animal Save holds vigils on Mondays. The two groups are working together on inviting special guests (including local politicians) to vigils and are working together to organize vigils on other weeknights so that each night is covered. In the U.K., our Community Interest Company co-convenor Dina Aherne is also an active member of the Leicestershire and U.K.-wide Hindu community, and regularly does talks, outreach, and workshops in this community around animal activism issues as pertaining to Hindu cultures—thus working with and helping to understand different religious and cultural communities in animal liberation practice.

## Does the charity provide employees with a workplace that has policies and serious protocols to address harassment and discrimination?

The Save Movement has a zero tolerance policy on harassment and discrimination. We set up a working group to review the Code of Conduct and look for additional protocols to address issues of harassment and discrimination and ensure that all working practices are non-discriminatory. In the U.K., a conflict resolution group is producing protocols to address harassment and discrimination amongst Save Movement members, focusing on non-hierarchical, consensus decision making and transparency.

Do you regularly interview staff or conduct surveys to learn about staff morale and work climate?

The Save Movement has a private “The Save Movement—Worldwide Organizers” page on Facebook with close to 1,000 members. We discuss issues collectively there. We are also setting up regional liaison and working group structures which provide forums for organizers to discuss issues.

Toronto Pig Save and Save chapters in Southern Ontario hold regular monthly meetings together where organizers report their activities, challenges, and ideas. We also have monthly reports to fill out. Many other local Save chapters and national and regional Save groups also hold regular meetings to discuss issues. We encourage regular meetings when we hold initial calls with organizers and through our activity reports.

Since your organization operates internationally, we are also interested in your spending by country.

Please find the funding sent directly to local Save groups via our anonymous donor in the 2017 and 2018 Global Save Budgets documents.

Has your organization received any major (>20% of its budget) grants in the last two years?

Yes, we have one major donor who is an anonymous donor.

If your organization receives any restricted donations, approximately how much did it receive in the past year?

The funding isn't restricted.

If your organization has any revenue-generating programs, it would be helpful for us to know what those programs are and how much revenue they generated in the past year.

The Toronto Pig Save budget lists revenue-generating programs: merchandise and crowd funding.

Please provide a list of board members and brief descriptions of their occupations or backgrounds.

The Save Movement (Canada) directors are Anita Krajnc, Robin Bryce, and Lori Croonen. Toronto Pig Save's directors are Anita Krajnc, Bogar Felix, and Ian Purdy. The Save Movement U.K. director is Alex Lockwood.