

The Save Movement's Strategic Plan (2018–2023)

The Save Movement was in the process of completing their Strategic Plan (2018–2023) at the time of this review.

Vision

We aim to create a nonviolent, vegan, healthy world that is just to all animals (including nonhuman and human animals) and help address catastrophic climate change through a reforested and rewilded planet.

Mission

The Save Movement's mission is to change the cultural norm so that everyone recognizes their moral duty to bear witness to suffering and exploited animals, that is, to not look away but to come closer, as close as they can, and try to help them. Our aim is to bear witness to every animal going to slaughter and to hold vigils at every slaughterhouse around the world. We run educational, corporate and policy campaigns on animal rights, climate change, and health. We use a love-based, community organizing approach, drawing on the philosophy and practices of Tolstoy, Gandhi, Cesar Chavez, Lois Gibb, and other community organizers.

Values

- Ethical: The Save Movement is an ethical movement that promotes the idea that we all have a moral duty to bear witness and be animal activists.
- Respect: We believe all animals are persons, not property.
- Love-based: We use a love-based approach to community organizing, one where we “return love for hate.”
- Non-judgmental: We believe ignorance is a major barrier to animal equality and we see education and bearing witness as key to breaking the disconnect.
- Compassionate: We are an animal rights, vegan movement that shows compassion to animals in the present to help the animal and to awaken the world to their suffering and their rights.
- Truth: The Save Movement aims to show the reality of animal exploitation and suffering using footage captured by activists.
- Democracy: We believe in a grassroots, decentralized structures with political and economic autonomy for the local Save chapters.
- Diversity: Representation and empowerment are key values in our grassroots, democratic movement.
- Community: Our aim is to build community through inclusive, grassroots organizing and a rich assortment of social events and services (e.g., potlucks and healing workshops).

- Unity: We aim to promote unity through forming alliances with other animal rights, social justice, and environmental groups.

The Growth of The Save Movement

The Save Movement has been growing exponentially since its inception in 2010. Bearing witness as communities at vigils is a powerful, universal idea. It is a highly accessible and easily replicable practice. This can explain the rapid growth of the movement. We aim to continue and expand on this trend moving forward. Within a year we are aiming to have 1,000 chapters, and in five years we aim to have tens of thousands of chapters, created through organic growth, organizing drives, and social media expansion and campaigns.

Our main approach to organizing drives is through creating organizing tours in which one or more organizer travel from city to city. In each city, the organizers hold an activist workshop and then a vigil, and recruit local activists to organize a new Save chapter and engage in other forms of activism. We also regularly post graphics on our Instagram, Facebook, and Twitter accounts encouraging followers to set up a Save group in their community. We plan to utilize our social media network of 400-plus groups to facilitate our growth strategy.

It's an evolving strategy and we are constantly adjusting our approach depending on what's most successful. Our criteria are ethics, effectiveness, efficiency, and value for investment.

Objectives

Save Movement 2018–2023 Objectives and Measurable Milestones						
		2019	2020	2021	2022	2023
1	To continue to grow the movement globally by establishing new groups at every slaughterhouse around the world	1,500 groups worldwide leading to 250,000 individuals bearing witness	3,000 groups worldwide 1m	5,000 groups worldwide 3m	10,000 groups worldwide 6m	20,000 groups worldwide 10m people

2	To increase our worldwide social media reach and mass media coverage in bringing a larger global community together to bear witness to the suffering of animals	A total hundreds of millions of interactions overall on social media and 1 million likes on FB pages and 500,000 followers on IG Mass media coverage: 10,000 media hits Celebrity endorsements: recruit A-listers to attend and promote Save vigils	Several billion	TBD (several billion)	TBD (several billion)	TBD (several billion)
3	To have direct impact on investigations, corporate strategies, and legislation for securing animal rights and work on the Vegan World 2026 project	Launch a corporate campaign to write to restaurant chains to increase vegan options on their menus	Working with other groups to end subsidies to animal agriculture and introduce climate vegan solution	Together with other groups, lobbying legislators to ban fur sales and meat, dairy and egg products in select cities and states	Expanding our corporate and state lobbying in additional jurisdictions	Mobilizing tens of thousands of Save groups in coalition with other animal rights and social justice groups to embark on major reforestation, rewilding, and sanctuary expansion
4	To increase the diversity of our fundraising sources locally and globally	Global: Local: launch fundraising training for all the chapters. Expand regular and one-time	Global: Local: Goal: \$3 million (if 3,000 groups raised on average	Global: Local: Goal: \$7.5 million (if 5,000 groups raised on average \$1,500 each)	Global: Local: Goal: \$20 million (if 10,000 groups on average raised	Global: Local: Goal: \$50 million (if on average each group raised \$2,500)

		donors and organize new fundraising events. Meet with large donors and Foundation for funding support for organizing drives and other campaigns. Goal: raise \$750,000	\$1,000 each)		\$2,000 each)	
5	To establish and continue to improve upon our love-based, grassroots, non-hierarchical, democratic decision-making models	Improve on our regional networks. Expand recruitment approaches to include coalitions for vigil attendance, anti-CAFO initiatives, and climate vegan campaigns	Create local movement centers for Save hubs including environmental, student, labour, women's, and religious groups.	Working with environmental, labour, and other groups on climate vegan advocacy campaigns directed at corporation and governments	Creating climate vegan zones (similar to meat-free zones)	Coalitions working on reforestation, rewilding and sanctuary expansion

Strategies and Tactics for Meeting Objectives

<p>Objective 1: To continue to grow the movement globally by establishing new groups at every slaughterhouse around the world</p>
<p>Current Practices and Plans</p> <p>Bearing Witness</p> <p>Love-Based Community Organizing</p>

Strategies and Tactics	Yearly Growth Target	Costs	Resources needed
<p>Organizing Drives</p> <p>Recruitment Strategy</p> <p>The Save Movement recruits new members who want to bear witness to suffering animals, helps establish new chapters around the world, and provides models for vigils, outreach, campaigns, and educational activities to effectively achieve our mission and vision. The Save Movement also works with other groups including vegan activists, communities impacted by animal agriculture and other forms of animal exploitation (e.g. those living near animal agriculture facilities) and those suffering the effects of catastrophic climate change, of which animal agriculture is the single most responsible industry for greenhouse gas emissions, and those impacted by unhealthy dietary practices.</p> <p>Local chapter/country Save strategy by listing slaughterhouses and doing outreach to encourage new groups to be established</p>	<p>2018 25 tour months creating 3 groups per month = 75</p> <p>2019 250 tour months creating 3 groups per month = 750</p> <p>2020 400 tour months creating 3 groups per month = 1,200</p> <p>2021 600 tour months creating creating 3 groups per month = 1,800</p> <p>2022 1200 tour months creating 3 groups per month = 3,600</p> <p>2023 2400 tour months creating 3 groups per month = 7,200</p> <p>Sub-total: 14,625 groups ---</p> <p>2018 50</p> <p>2019 450</p> <p>2020 500</p> <p>2021</p>	<p>2018 \$125,000</p> <p>2019 \$750,000</p> <p>2020 \$2 million</p> <p>2021 \$3 million</p> <p>2022 \$6 million</p> <p>2023 \$12 million</p> <p>Sub-Total:</p> <p>2018 \$24,000</p> <p>2019 \$24,000 X 10</p> <p>2020 \$24,000 x10</p> <p>2021</p>	<p>Guidelines, materials, and training for groups</p> <p>Fundraising to support set-up costs for new groups and ongoing support to existing group to encourage innovation and ensure groups maintain a strong presence through frequent, regular vigils and other actions.</p> <p>Country Save Strategy program template: tools and guides to mobilize existing country-specific group networks to grow their group numbers within each country, including using tools such</p>

Social Media directed towards new group growth	500	\$24,000 x10	as national local slaughterhouse maps, national events, attendance at national festivals or workshops, networking events, etc.
	2022 1,000	2022 \$24,000 x 20	
	2023 1,000	2023 \$2,000 x20	
	Sub-total: 3,500 groups	Sub-Total: \$1,704,000	Regional liaison committees to help countries grow through support
			Create a video team to build the YouTube channel and produce videos, including training videos on starting new Save chapters; expand social media teams; enlist people to engage with comments on FB and IG; expand the team on Twitter.
	2018 50	2018 \$16,000	
	2019 250	2019 \$24,000 X 7	
	2020 300	2020 \$24,000 X 8	
	2021 300	2021 \$24,000 X 9	
	2022 300	2022 \$24,000 X 10	
2023 300	2023		

		\$24,000 x 14	
	<i>Sub-total: 1,500 groups</i>	<i>Sub-Total</i>	
	<i>TOTAL</i>	<i>TOTAL</i>	

Objective 2: To increase our worldwide social media reach in bringing a larger global community together to bear witness to the suffering of animals

Current Practices and Plans

Social Media

Social Media is a key tool used to maximize outreach and raise awareness of the message. We are 400+ groups around the world and each group is comprised of many activists and organizers (from ten to more than a thousand people) which gives us the opportunity to create a network that can share and make our content viral on social media. We plan on expanding exponentially the number of followers on Instagram, Facebook, and Twitter from 41,000, 120,000 and 3,400.

The outreach of all the main Save Movement groups in the last year totalled hundreds of thousands of followers on Instagram.

Marketing

We have a Graphics Working Group and we are creating an advertising agency in-house in order to manage all of our communication needs. Creative leads, designers, copywriters, artists, and planners are some of the key positions helping us to develop new campaigns.

We are developing a new Brand ID by rebranding the Save Movement logos, fonts and colour schemes. We are also considering changing our global name from The Save Movement to Animal Save Movement.

Advertising

We are developing several campaigns to promote veganism and activism. We are developing vegan and activism themed billboards, especially near slaughterhouses, to raise awareness of what is happening in city neighbourhoods and also to encourage others to join us and bear witness.

Mass media

We are developing a worldwide media strategy to garner global coverage of our Save Movement global actions and campaigns.

Websites

We are rebuilding our website. We are in the process of adding a World Slaughterhouse Map which will include hundreds of thousands of slaughterhouse facilities across the world.

Bearing Witness Podcast

In late 2018 we will be launching a global bearing witness podcast with the goal of making animal advocates more effective in tactics based upon the Save Movement's love-based ethos, as well as bringing more people to activism overall.

Bear Witness documentary

In 2019 we plan to release a documentary on the rise of the Save Movement. It'll include the anatomy of a vigil and aims to eloquently instruct as well as entertain and move mainstream audiences.

Translations

The Save Movement plans to translate its website into multiple languages. The main Save brochure is currently available in English, German, and Spanish. We plan to translate all of our main brochures and Guidebooks into multiple languages.

Strategies and Tactics	Plans	Costs	How / When to Measure
<p>Social Media</p> <p>Learn from research into social media best practices</p> <p>Empower local groups with social media support, guidelines, and materials for new groups</p> <p>Establish a unified brand image and naming convention for Saves globally</p> <p>Exponential growth in followers</p>	<p>We are aiming to build our YouTube channel and plan to work alongside several YouTubers and celebrities targeting teens with our message.</p> <p>We plan to set up a global save social media and video working group and strengthen our mainstream media working group.</p> <p>We plan on expanding exponentially the number of followers on Instagram, Facebook, and Twitter from 41,000, 120,000, and 3,400 by producing quality and viral content, the use of hashtags, cross-posting, targeting boosting, and encouraging all groups to develop their own social media. The Save Movement Instagram account has grown almost 300% in the last 12 months.</p> <p>2018</p>	<p>2018 \$24,000</p> <p>2019 \$24,000</p> <p>2020 \$36,000</p> <p>2021 \$48,000</p> <p>2022 \$54,000</p> <p>2023 \$60,000</p>	<p>Our Social Media Working Group will keep track each month</p> <p>We will develop an Annual Report</p>

<p>Translations</p> <p>Spanish, German, Hindi, Mandarin and Cantonese, Portuguese, Italian, and others</p>	<p>SM Instagram 60,000 SM FB SM Twitter</p> <p>2019 SM Instagram 240,000 SM FB SM Twitter</p> <p>2020 SM Instagram 500,000 SM FB SM Twitter</p> <p>2021 SM Instagram 1,000,000 SM FB SM Twitter</p> <p>2022 SM Instagram 2,000,000 SM FB SM Twitter</p> <p>2023 SM Instagram 3,500,000 SM FB SM Twitter</p> <p>2018–2019</p>	<p>Volunteer time</p>	
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Objective 3: To have direct impact on investigations and policy development for improving the lives of animals and leading to their ultimate liberation

Current Practices and Plans

Research and investigations

We are beginning to partner with animal welfare groups and legislators by documenting the horrific conditions of animals in long distance travel (Ecuador) and live export (Portugal, Slovenia, Croatia, Spain, France and Israel).

Policy development

We plan to work on policy and legislative initiatives with local, national, and regional bodies that promote veganism, bans on slaughter and Climate Vegan issues.

Partnerships

We plan to work with vegan outreach groups such as Veganuary and Challenge 22. We are developing a livestream media partnership with Jane Velez-Mitchell of Jane UnChained.

Corporate campaigns

We will develop strategic corporate partnerships by approaching leading food chains with a view to getting them to include vegan options on their menus. For example, in Canada in July 2018 close to 1,000 A & W restaurants began to offer Beyond Meat burgers, to date the largest customer for Beyond Meat. We plan to write to and meet with Hero Burger, McDonald's, KFC, Wendy's, Tim Horton's, Starbucks, Second Cup, and other companies. We are going to put together a Guidebook on Corporate Campaigns for The Save Movement. We will also partner with Jane Velez-Mitchell, who along with Compassion Over Killing, has already had success with petitioning Starbucks to add more vegan options.

Climate vegan

We aim to introduce climate vegan campaigns throughout our Save network. We currently have a climate vegan Facebook, Instagram and Twitter account with 5,449 page likes, 3,654 Instagram followers, and 8,881 Twitter followers, as well as a website; www.climatevegan.org.

Strategies and Tactics	Plans	Costs	How / When to Measure
Port Animal Save—Stop Live Export campaign	We plan to start a Save Vigils and Other Actions Working Group, Save Strategic Corporate Working Group, and Save Climate Vegan Working Group.		

<p>Documenting the conditions that animals are transported and arrive at the ports where they will be exported from by sea in journeys that can take up to 14 days</p> <p>Investigating export companies (country of origin of animals) and size/importance, how they source animals for export, trucking companies used in each country, where the animals are gathered pre-export, which export companies use which ships, which export companies export where, and how often they export.</p> <p>Sharing intel between welfare and abolitionist groups</p> <p>Officializing complaints whenever there's a breach on animal rights to the responsible authorities and the government</p> <p>Always relating the end of the trade to the adoption of a vegan lifestyle</p>	<p>Port Animal Save</p> <p>Creating Port Save Groups in every port where live animals are exported from to Middle Eastern and Northern African countries.</p> <p>To hold vigils at the ports and at the places where the animals are gathered pre-export.</p> <p>Make this trade and the animals victim of the trade more visible to the public through social media and the media.</p>		
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Objective 4: To increase the diversity of our fundraising sources both locally and globally

Current Practices and Plans

Fundraising Goals

The Save Movement account (based in Canada) focuses on start-up funds and advertising campaigns (newspaper, public transit and billboards) which have a crowdsourcing and matching funds component. Given the emphasis on building the Save Movement, an additional central point will be organizing drives including organizing tours to create new Save chapters city by city.

We want to develop the monthly donor initiative for The Save Movement.

We plan to create a U.S.-registered charity for the Save Movement. It'll allow for U.S. donors to get tax receipts for their donations (have their donations be tax-deductible).

We encourage local chapters to engage in major fundraising to build their groups, and have special events like all-day and five-day vigils with special guests and workshops.

Strategies and Tactics	Plans	Costs	How / When to Measure

Objective 5: To establish and continue to improve upon our grassroots, non-hierarchical, and democratic decision-making models for our growing movement

Current Practices and Plans

Training

We are developing a series of in-person and online training for activists and organizers in order to build the capacity of our movement leaders.

Governance goals

We want to improve the strength of existing Save chapters through the creation of committees of regional and country liaisons.

Roles of regional liaisons

We aim to continue to introduce new global days and weeks of action, such as world Save Day and Wake up World Week, where each vigil attendee brings a non vegan or inactive vegan to a vigil.

Data collection

A 2015 faunalytics study on The Save Movement called “The Save Movement and Social Media,” reported that *“The Save Movement has been able to successfully foster an awareness on social media about the individuality and plight of animals raised for food”* (see: <https://faunalytics.org/the-save-movement-and-social-media/>) We want to continue with data collection from the vigils, activists, outreach, etc. to help us identify strengths and weaknesses in order to be as effective as possible.

Strategies and Tactics	Plans	Costs	How / When to Measure
<p>Trainings</p> <p>We are working with an experienced social justice trainer to develop training materials and professionalize the existing 10–15 topics over the next year. The topics range from activist recruitment to emotional resilience and other factors required for the successful expansion and strength of the SAVE movement.</p>	<p>In Development</p> <ul style="list-style-type: none"> Starting a SAVE Group Tactics + Logistics Safety Building a Chapter Building your base Documentation: Photography Documentation: Video Traditional/ Print Media Social Media Trauma and Self Care Campaign Training Organizing Drives: Starting New Chapters 		<p>We hope to offer trainings at various levels to people within our movement: we have developed a train-the-trainers series for people who are traveling from city to city on organizing drives. With this curriculum, we hope to train 15–20 core organizers</p>

	<p>Current Topics</p> <p>Open Rescue</p> <p>Debunking Myths</p> <p>Organizing a Vigil</p> <p>Love Based Community</p> <p>Organizing</p> <p>Others</p>	<p>working across the world.</p> <p>We are also developing modules for seeding, strengthening and expanding the work of chapter leaders and members on the ground across the world. With this curriculum, we hope to train [X] new people engaged by the SAVE movement.</p> <p>We are developing a broad based political education curriculum to engage new members. With this curriculum, we hope to train [X] new people engaged by The SAVE Movement in person and online.</p>
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Situational Analysis (SWOT)

	Strengths	Weaknesses
Internal Factors	The power of an ethical idea: bearing witness and our love-based community organizing approach.	Maintaining levels of organizing from volunteers worldwide

	<p>The ethics, passion, and dedication of our organizers and activists</p> <p>Our nonhierarchical, democratic structure facilitates unity and discourages infighting.</p> <p>More global actions, vastly expanded social media reach and mass media coverage</p>	<p>The traumatizing nature of the work of bearing witness leading to activist burnout over the course of years</p> <p>The dangerous nature of the work is not just psychological but also physical. There is a need to have strong safety agreements in place at each site.</p>
	Opportunities	Threats
External Factors	<p>Collaboration with other groups within and across movements. More celebrity endorsement and activism</p> <p>State and corporate collaboration, police cooperation and collaboration, school initiatives which will facilitate our work</p>	<p>The scale and urgency of the problem. The danger of catastrophic climate change. An ad campaign by the animal ag industry to discredit vegan activism</p>

<h2>People Development Plan</h2>			
<p>The Save Movement’s strategic assessment of its needs and growth potential of the members, volunteers, board, drive organisers, and regional and local liaisons</p>			
Area of Needed Development	Time and Financial Cost	Training	Outcome/Deadline

Establish regional liaisons where Save Movement group numbers exceed [X]			
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Overall Budget Plan and Operating Costs

The Save Movement’s strategic assessment of its needs and growth potential of the members, volunteers, board, drive organisers, and regional and local liaisons

Objective	Income	Costs	Risks/Issues
Objective 1			
Objective 2			
Objective 3			
Objective 4			
Objective 5			

12 Month Action Plan: Easy View

Collation of all actions for next 12 months, to be able to see the resources needed, impact and relations across actions for different objectives.

Begin and End Dates	Action	Related Objective	Resources (time, cost, team member)

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