

Endorsement Gathering Tips

Endorsement-Gathering Is the New Signature-Gathering

Thanks to the help of more than one thousand volunteers – like you – we will officially be Question #3 on the November 2016 ballot! Now, we are pivoting to focus on gaining endorsements from important institutions and community voices, like farmers, veterinarians, faith leaders, and more, to demonstrate the broad base of support that Question 3 has across Massachusetts.

Our endorsers so far include the MSPCA, the Humane Society of the United States, the ASPCA, Animal Rescue League of Boston, Zoo New England, the Center for Food Safety, United Farm Workers, family farmers, veterinarians, public health professionals, environmental organizations, local restaurants, faith leaders, and lawmakers. A full list of current endorsers is available at citizensforfarmanimals.com/endorsers.

Asking an individual, company, or organization to endorsement is simply asking them to lend their name in support of our effort. They don't need to donate money, volunteer their time, or do anything else. Endorsements can be made online at citizensforfarmanimals.com/endorse or via printed endorsement forms available for download and printing at citizensforfarmanimals.com/resources.

Please return completed endorsement forms to the campaign office by regular first class mail to PO Box 470857, Brookline, MA 02447 or by scan and email to info@citizensforfarmanimals.com.

PS: As we gear up for **Election Day on November 8, 2016**, we want you to have fun, meet new people, and vote Yes! on Question 3! If you'd like to connect with more volunteers in your area, need materials, have questions about gathering endorsements, or anything else, please contact us.

Tried and True Tips

- ❖ **Be professional**, remember when you're gathering endorsements – just like with signature gathering, you are the face of the campaign and we want to make a good impression.
- ❖ **Endorsement forms** can be completed online at citizensforfarmanimals.com/endorse or downloaded and printed, along with other resources (like factsheets) at citizensforfarmanimals.com/resources.
- ❖ **Start small**, with your own veterinarian, the farmers at your farmers' market, your grocer... etc. Make a personalized pitch to the people/groups in your community. Provide an endorsement form (printed or digital) and, if you want, other resources from the resources page. Remind potential endorsers that by signing the endorsement form, they are lending their voice in support of Question 3 alongside a broad coalition.
 - **Posture:** Be friendly, smile; remember that you are the face of the campaign.
 - **Pace:** If someone isn't available when you stop by or wants more information before endorsing, offer to meet back up in another week, or another month. Let us know what information they're looking for and, if it's not already on the resources page, we can help provide it. Then, remember to follow up according to the agreed schedule.
 - **Questions:** If there are questions you're not comfortable answering, let the potential endorser know that you'll follow up with more information, then, make a note of the questions and reach out to us. If the information isn't already on the resources page, we can help pull it together for you. You can also offer for them to reach out to us directly at 617-522-2016 or info@citizensforfarmanimals.com.
 - **Rejection:** Ask "will you help?" (*help* is a powerful word); still, people will say "no," don't let it bother you. The more people and groups you ask, the greater our coalition will be! Be friendly in the face of rejection, it reflects well on the campaign. If a person is disinterested or annoyed, smile and walk away – everyone is entitled to their opinion and we want to always be polite.

Thank you for your help with this very important part of the campaign, and remember to vote Yes! on Question 3!

Endorsement Gathering Tips: Farmers

Massachusetts family farmers know that responsible farming includes providing good care for animals, including allowing animals to engage in basic movement. Industrial factory farms have been putting family farms throughout the country out of business for decades, forcing farmers off their land, and animals into the kind of extreme confinement this measure seeks to remedy. And better treatment for farm animals also tends to mean better conditions for farm laborers. That's why The United Farm Workers endorses Question 3, too. More than 100 farms and farmers have endorsed Question 3 because it aids responsible family farmers, and with your help, even more will have the opportunity to express their support.

A great place to connect with your local farmers is at your farmers' market!

Here's a sample script for connecting with farmers or sustainable agriculture organizations:

"Hi, my name is _____ and I'm volunteering with Citizens for Farm Animal Protection. We're working to prevent the cruel confinement of farm animals by encouraging others to vote Yes! on Question 3! The measure will ensure farm animals have enough space to turn around and extend their limbs. We're asking local farmers to help by lending their name in support. More than 100 farmers and farms have already endorsed Question 3, and we would be honored to include you on the list as an endorser. Endorsing Question 3 does not cost anything, or require you to do anything for it; it's simply a way to show you support. To endorse, there's just a quick form to fill out."

Key Talking Points

- ❖ **Massachusetts family farmers** know that responsible farming includes providing good care for animals, including allowing animals to engage in basic movement. Industrial factory farms have been putting family farms throughout the country out of business for decades, forcing farmers off their land, and animals into the kind of extreme confinement this measure seeks to remedy. And better treatment for farm animals also tends to mean better conditions for farm laborers. That's why The United Farm Workers endorses this ballot measure, too.
- ❖ **Animal welfare:** Intensive confinement systems prevent animals from a normal range of movement and constitute inhumane treatment. Severe limitation of physical movement leads to metabolic disorders, atrophied muscles, and damage to skeletal systems resulting in a lifetime of crippling pain. There is limited or no social interaction or stimulation for cognitive capabilities. These animals can develop harmful coping mechanisms. For example, sows will chew on bars to deal with the stress of confinement and can become unresponsive.
- ❖ **Future of farming:** Virtually all Massachusetts farmers are already cage-free. They have shown that affordable food can be produced with animal welfare in mind. In addition to the ten states that have passed laws to stop certain types of extreme confinement, nearly 100 major food retailers and restaurant chains have policies to phase them out.

The Official Endorsement

- ❖ **Form:** When a farmer or farm agrees to endorse, they need to complete the endorser form – available online at citizensforfarmanimals.com/endorse or to print and download from citizensforfarmanimals.com/resources. On the form, they should note whether they're endorsing on their own behalf or on behalf of a farm.
- ❖ **Contact info:** The form includes space for additional contact information and ways to get more involved, if interested. The more information they include, the better – name, email, zip code are the most important. Please assure them that their contact information will not be shared and will only be used by this campaign to provide occasional updates and opportunities.
- ❖ **Rejection:** If a farmer says "no," that's OK! Be friendly in the face of rejection, it reflects well on the campaign. Read the situation and decide whether it's best to offer to follow up in a few weeks or a few months to check back in or to move on. If a person is disinterested or annoyed, smile and walk away – everyone is entitled to their opinion and we want to always be polite. There are many other farmers to connect with!

Have questions? Call 617-522-2016 or email info@citizensforfarmanimals.com.