



YES ON 3

PREVENT ANIMAL CRUELTY

Endorsement Gathering Tips

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. A current list of 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.
 - **Attitude:** Be friendly and smile.
 - **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:** Some 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. If a person is disinterested or annoyed, smile and walk away – everyone is entitled to their opinion and we want to always be polite.
- ❖ **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.

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



Endorsement Gathering Tips: Environmental Organizations

Environmental and non-profit group endorsements are an important part of this campaign. Environmentalists and environmental organizations are uniquely qualified to bring attention to the devastating environmental impacts of factory farms or confined animal feeding operations (CAFOs). This measure will protect rivers, air, and public health.

Here's a sample script for connecting with environmental 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 on the November 2016 ballot! Question 3 will ensure farm animals have enough space to turn around and extend their limbs. We're asking local groups to help by lending their name in support. Question 3 would reduce pollution, as well as help protect the health of MA families. We'd be honored to list your group as an endorser! Endorsing this initiative does not cost anything, or require further actions; it's simply a way to show you support. If your group decides to endorse, there's just a quick form to fill out."

Key Talking Points

- ❖ **Pollution:** The problems associated with excessive, concentrated animal waste are often most pronounced near operations that use cages or crates, which confine the maximum number of animals into a relatively small amount of space. Enormous amounts of nitrogen and phosphorous from confined animal feeding operations (CAFOs) leach into waterways and cause algal blooms. These blooms have decimated aquatic life in rivers and bays across the country.
- ❖ **Public health risks:** Confined animals suffer from weakened immune systems that allow dangerous pathogens to proliferate. Studies show that egg operations that confine hens in cages have higher rates of *Salmonella*, the leading cause of food poisoning-related death in America.
- ❖ **Animal welfare:** On many meat and egg "factory farms," pigs, hens and calves are locked in cages so small they are rendered virtually immobile.

The Official Endorsement

- ❖ **Form:** When a group leader agrees to endorse, they need to complete the endorser form. They should note whether they're endorsing on their own behalf or on behalf of an environmental or non-profit group.
- ❖ **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.

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