



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 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 and 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.
 - **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 in November 2016!



Endorsement Gathering Tips: Faith Leaders

Faith leaders have an important voice in our communities, and we're thankful that over a dozen have spoken out against farm animal cruelty by endorsing Question #3. You can see a full list at citizensforfarmanimals.com/endorsers.

Here's a sample script for connecting with faith leaders:

"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. The measure will ensure farm animals have enough space to turn around and extend their limbs. We're asking local faith leaders to help by lending their name in support. More than a dozen faith leaders have already endorsed the ballot measure, and we would be honored to include you on the list as an endorser. Endorsing this initiative does not cost anything, or require you to do anything for it; it's simply a way to show you support. To join the other Massachusetts faith leaders who've endorsed, there's just a quick form to fill out."

Key Talking Points

- ❖ **Moral responsibility:** As people of faith, we have a duty to treat all animals with mercy and compassion. Farm animals deserve to live free of unnecessary pain and suffering.
- ❖ **Animal welfare:** Animals should be allowed to engage in natural movements and behaviors. It is cruel to confine animals in cages so small they can't turn around or stretch their limbs. Keeping veal calves chained by the neck, pigs in metal cages barely larger than their bodies, and hens in less space than a letter-sized sheet of paper is surely in violation of our duty as stewards to all God's creation. The severe limitation of physical movement leads to metabolic disorders, atrophied muscles, and damage to skeletal systems resulting in a lifetime of crippling pain.
- ❖ **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.

The Official Endorsement

- ❖ **Form:** When a faith leader 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 place of worship.
- ❖ **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 faith leader 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 faith leaders to connect with!

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