



PETA

2154 W. Sunset Blvd.
Los Angeles, CA 90026
Student@peta.org
PETA.org/Students

Hey there,

Congratulations! Thanks to your efforts, the animal rights movement is on the way to becoming one club stronger in our push for a future in which no animal will be harmed for experiments, food, clothes, entertainment, or anything else. When PETA was founded decades ago, this was a BIG dream, but today, we can see our goal on the horizon, thanks to individuals like you who are helping animals in their everyday lives.

You're on your way to inspiring your peers to take action for animals with your club, and we're here to help! This guide is jam-packed with activity ideas, info on how to get stickers and leaflets, and the inspo you need to make sure your school is on the right side of history. Remember: With every event your club hosts, you're speaking out for the most marginalized, forgotten population in history—which makes you a hero.

And guess what else? You can join Students Opposing Speciesism (SOS) to get in touch with a [network of other young activists](#), not only in your local community but also from all over the U.S. and Canada—to work together, amplify each other's voices, and watch your collective campaigns hit milestones and score victories. Apply to be an [SOS organizer](#) to have your club added to our interactive map and to get access to various [protest kits](#) that include projectors, props, leaflets, posters, and masks so that you can hold effective outreach events. You'll also be able to [order stickers](#), [outreach materials](#), tabling gear, and so much more. You'll get exclusive access to powerful videos and images to share on social media, and you'll have the freedom and support to come up with new ideas for resources that will help you take your activism further.

Have questions? Need advice? Just e-mail SOS at Student@peta.org (or if you're in the U.S., text* your question to 73822). [Join SOS](#) for even more ideas to help your club be a powerful voice for animals. And remember: Never be silent. Thanks for being a hero to animals—you rock!

Sincerely,

The SOS Team

P.S. Find us on Instagram ([@petaxsos](#)) and TikTok ([@officialpeta](#)).

Getting Started

1. **Ask your school's administration** what you need to do to start an animal rights club. It's often as simple as getting a faculty or staff member to sponsor your club by staying after school and offering a room for your meetings.
2. **Work with your faculty sponsor** to establish a meeting location and schedule for your club.
3. **E-mail us at Student@peta.org** so that we can send you leaflets, stickers, and more to help you get ready for your first meeting.
4. **Create a name for your group.** For example, Students for the Ethical Treatment of Animals (SETA) is a pretty popular club name.
5. **Encourage your friends to participate.**
6. **Post tear-off flyers** (see an example on page 7) around your school to encourage others to join.
7. **Create a group on Facebook** so that you and your club's members can communicate about meetings and events.
8. **Take a sign-up sheet** (see an example on page 6) to each meeting so that you can get the contact information of each person who attends.
9. **Get started on your first event!** Once people see that your club is having fun while also helping animals, they'll be eager to join. Your first event could be tabling in the school cafeteria during lunch or hosting a movie screening.



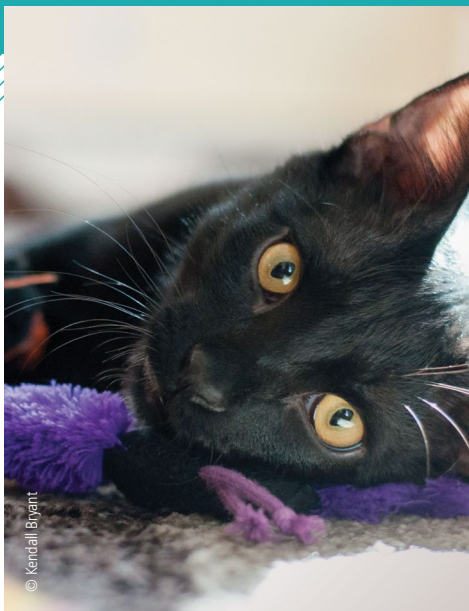
Activity List

First, have everyone in your club [join SOS](#) so they can be in the know on various animal rights issues and have access to free materials, leadership training workshops, and more! Once that's taken care of, here are some other actions that you can take:



- Participate in the latest [SOS actions and campaigns](#).
- Work to get a [dissection-choice policy](#) passed at your school.
- Get [vegan options](#) added to your school cafeteria's menu.
- Hold a movie screening. There are plenty of mainstream movies that touch on animal rights. All you have to do is decide which one will attract the most students. Here are a few options to consider.
 - **Blackfish:** This documentary goes behind the scenes at SeaWorld's parks to expose the suffering and abuse of the marine mammals held captive there—and not just from an investigator's perspective. Former employees speak out about the treatment of the animals, too.
 - **The Cove:** This documentary offers a glimpse into Japan's dolphin-hunting culture and will forever change the way you look at dolphins in aquariums.
 - **Cow:** This poignant film paints a soulful, deeply moving, and unforgettable portrait of daily life for Luma, a cow used in the dairy industry.
 - **Cowspiracy:** Climate change has already become our reality. Yet many big environmental organizations fail to acknowledge that animal agriculture is one of the leading causes of environmental destruction. This moving film explains the connection between climate change and eating animal-derived products—and it culminates in a vital message for humans everywhere.





- **Dominion:** This stunning film takes a deep dive into every facet of animal exploitation and humanity's vicious supremacy complex over the animal kingdom. It pushes viewers to challenge the moral fallacies that society uses to justify exploiting beings some humans judge to be inferior.
- **Earthlings:** Joaquin Phoenix narrates this thought-provoking documentary about humans' unnecessary and cruel dependence on animals for experimentation, food, clothing, and entertainment.
- **Food, Inc.:** This eye-opening film is informative without being too graphic. It discusses how animals are raised and killed for food and will help your friends understand what's wrong with factory farming.
- **The Ghosts in Our Machine:** This movie offers a fascinating look into the world of animal rights through the eyes of Jo-Anne McArthur, a talented photographer who has gone undercover many times to help animals.
- **Gunda:** Joaquin Phoenix produced this intimate look at the lives of Gunda and her piglets. It's a mesmerizing story that helps viewers see pigs and other animals as the individuals they are.
- **I Am an Animal:** This inspiring, informative, and lighthearted film about Ingrid Newkirk and PETA will motivate you to get even more active for animals.
- **Seaspiracy:** In this documentary, the commercial fishing industry's harmful practices are exposed and the pressing need to protect marine animals and the oceans is emphasized.
- Set up a table and gather petition signatures for campaigns. (See the checklist on page 5.)
- Host a vegan bake sale. E-mail us at Student@peta.org for recipes and ideas.
- Organize a fundraiser or a food-and-supplies drive for your local open-admission animal shelter.
- Hold an animal-free raffle. SOS can send you some freebies to put into a gift basket, and you can have your friends and classmates enter simply by signing your petition. Draw a name at random to award the big prize.

Tabling Checklist

- ☐ **Table:** Check with your school about borrowing one.
- ☐ **Friends:** You weren't planning to table by yourself, were you? Who'd watch the table while you went to the bathroom?
- ☐ **Petitions:** The signatures and contact info on petitions are key to keeping people updated and involved once they've left your table.
- ☐ **Materials (leaflets, stickers, posters, etc.):** E-mail Student@peta.org if you need literature, but don't wait until the last minute. It takes us two weeks or more to ship materials.
- ☐ **SOS T-shirts:** When you apply to be a hub organizer, we'll send you and your hub members some shirts for free!
- ☐ **Pens:** No pens means no signatures on your petitions, and that's bad!
- ☐ **Clipboards:** Clipboards allow you to walk around with your petitions.
- ☐ **Clear tape:** Use tape to put posters in a visible place in front of or behind the table.
- ☐ **Rubber bands:** Rubber bands are very important for outdoor events and shows. High winds kill the perfect table—you'll need something to keep the leaflets from blowing away.
- ☐ **Laptop or tablet:** These devices will allow you to raise awareness by showing eyewitness exposés and other videos.
- ☐ **Extension cord and power strip:** Laptops don't charge themselves.
- ☐ **Your fave reusable water bottle:** You don't want to have to leave the table unattended when you get thirsty.
- ☐ **A BIG smile:** It's important to be super-friendly to everyone and thank them for everything. Don't give them an excuse to dismiss animal rights—that's the last thing that animals need. Plus, tabling is fun, so why wouldn't you smile? Whether you're an amateur or the guru of all things tabling, go over this checklist each time you table. You may not have everything on the list, but you should take what you can.



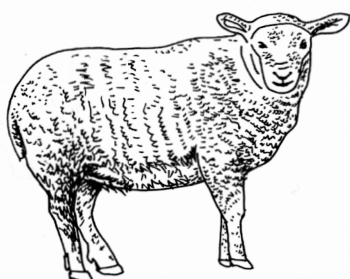


Member sign-up sheet. Please print clearly.

[illegible]

By providing your e-mail address, you are acknowledging that your contact details may be shared with international PETA entities and that you may receive a follow-up message.





What:

Where:

When:

REMOVE THIS TAB
BEFORE POSTING

REMOVE THIS TAB
BEFORE POSTING