



THE GREAT AMERICAN MEATOUT

Guide to a Successful Observance

Planning Your Event

Here are some suggested steps:

1. Register your intent on the web site
2. Hold planning meeting and recruit help
3. Develop Action Plan
4. Recruit speakers and performers
5. Obtain any permits required
6. Update your web site registration
7. Conduct promotional and media campaign
8. Get equipment, displays, handouts, food
9. Conduct event
10. Send report, clippings, and photos to FARM

Please register at www.meatout.org, even if your plans are not firm! This lets us promote your event to other activists and the media.

Arrange a planning meeting to select events and identify key assistants. Announce it to your group, but also to other vegetarian, animal, environmental, health, hunger, and religious groups. Post announcements at libraries, co-ops, and health food stores and restaurants.

Prepare an Action Plan – a list of tasks with a brief description, name of individual responsible, and start and completion dates.

Invite speakers, musicians and other entertainers. Many are willing to perform gratis at charity events.

Permits for events on public property are required if you are impeding traffic or otherwise interfering with free use of such property by others. In any case, a courtesy call to local authorities is a good idea. Shopping malls and parking lots are open to public access, but you may need to get permission for conducting business.

Promotion of your event may include news releases, newspaper calendar notices, public service announcements, calls to talk shows, letters to editors, ads, flyers, and posters in stores and other locations.

FARM can provide display and handout materials. Also, check with us about food samples.

Send a brief event report to FARM, including sign-up sheets, photographs, and news clippings.

Display/Outreach Materials

When you register, you can request a Meatout 'Event Pack' containing the display and handout items listed under the first two headings. You may purchase additional items indicated below (please add \$2 for postage).

Handouts:

Postcards (full color offering free Veg Kit) Free

Displays:

Paper banner - 23x35", 2 colors	\$2
Bus card - 11x28", 2 colors	\$2
'Fresh Start' - 11x17", full-color	\$2
'Evolution' - 11x17", full-color	\$2
'Uncle Sam Bull' - 11x17", full-color	\$2

T-shirts:

Meatout logo – red	\$12
Change Your Diet- green	\$12

Books:

The Food Revolution, by John Robbins; Conari Press, 2001; 450 pp. \$18

Becoming Vegan, by B. Davis & V. Melina; Book Publishing Co, 2000; 280 pp. \$17

Vegan - The New Ethics of Eating (Rev.), by Erik Marcus; McBooks, 2000; 210 pp. \$17

Vegan Planet, by Robin Robertson; 2003; 576 pp. vegan recipes and more. \$20

Video Tapes:

Healthy You, Healthy Planet (vhs) \$5

Dr. Greger: Latest in Clinical Nutrition \$20

Earthlings \$20

Selecting Your Event

Your Meatout event should:

- ♥ Expose the largest number of people possible to the benefits of plant-based eating
- ♥ Create a positive personal experience for visitors
- ♥ Generate positive media coverage
- ♥ Be sensitive to community needs and interests
- ♥ Be compatible with national theme and focus

♥ Be compatible with your interests and resources

The **first** component involves effective promotion, good location, entertainment, and attractive educational displays and handouts. Free samples of veggie burgers, veggie dogs, soy nuggets, or other meatless goodies (available from manufacturers through FARM) always enhance visitor interest and acceptance. The **second** can be met by making visitors feel very welcome, by inviting them to your next function, and/or by signing them up for the Meatout Mondays program.

The **third** criterion requires cultivation of your local media, which is covered in the "Media Guide." The **fourth** refers to making sure that your materials are appropriate for community's current lifestyles. A variety of display and handout materials are available from FARM, though you are welcome to use any materials.

The recurring theme of the Great American Meatout is the simple request that people "kick the meat habit on March 20 (first day of spring), at least for a day, and explore a wholesome, nonviolent diet of vegetables, fruits, and grains." The focus for the past several years has been on promoting the availability and selection of meatless foods in mainstream supermarkets and restaurants. Our 25 years of experience in promoting veganism has taught us that this strategy is more effective than factory farm and slaughterhouse horror stories, reports of environmental devastation, and even warnings about dire effects on personal health.

Finally, the nature and scope of the event must be compatible with your and your group's interests and resources to ensure that you enjoy doing it and that you not burnout in the process.

Popular Events

♥ **Information Table** This popular event requires only a couple of people and a minimal planning effort. You pick a high-traffic location and busy time of day, get a permit if necessary, then show up for a few of hours with a large table, chairs, and display and handout materials.

♥ **Exhibit** is an unstaffed version of the info table. It makes up for lack of staffing with an increase in duration. The typical location is a library or student union. The display materials, including books, are usually under protective glass cover, while the handouts are available to passersby.

♥ **Leafleting** is even simpler because it requires no permit and no equipment. A typical location is a fast food outlet at lunchtime. Increase visibility by using display boards. Free veggie burgers or veggie dogs add a lot, and we recommend a courtesy call to the local police to defuse potential hostility.

♥ **Retail Outreach.** Getting supermarkets and restaurants to carry and promote more meatless

foods is the key element of the national Meatout campaign. FARM is contacting the headquarters of national chains to obtain favorable mention of Meatout. Activists who sign up for this event will receive detailed reports, so they will know which outlets to contact. We plan to conduct similar outreach to major bookstore chains.

♥ **Lecture/Screening** requires a qualified speaker, an engaging video, and/or suitable classroom materials. The location could be a classroom, student union, community center, church, or home. Free food samples add a lot.

♥ **Workplace Feed-In** can be as simple as putting out some veggie snacks, Meatout posters, and handouts in a college dorm or workplace lunchroom or as ambitious as getting a major corporation, university, or hospital cafeteria to go vegan for a day. It has the added advantage of official sanction.

♥ **Public Meal** A large number of locations can be used to serve food publicly. The audience can be Food can be obtained from manufacturers through FARM and requires relatively little preparation. A cooking demonstration can be included in the program.

♥ **Festival/Fair** combines elements of other events, attracts a lot more people, but requires more planning, promotion, and resources. Common elements of a festival are musical entertainment, street theater, local celebrities, food samples, cooking demos, and videos. A fair is similar, but also involves rental of booths to local food retailers and health care providers. Typical locations are a public park, downtown plaza, or civic center.

♥ **Ads/Billboards.** Individuals and organizations wishing to contribute money instead of, or in addition to, their time, can sponsor newspaper ads or billboards in their community. The artwork and technical instructions are available from FARM. Call 1-800-MEATOUT to sponsor a billboard today.



Please register, even if your plans are not final. Sign up online at www.meatout.org, or call 800-MEATOUT. Registering your event posts it on the National Events web page, brings you local activist and media attention, and allows us to provide you appropriate guidance and materials. It also helps promote Meatout with national media. Update your registration anytime.

How to Reach Meatout

Web site: www.meatout.org

E-mail: info@meatout.org

Phone: 1-800-MEATOUT

10101 Ashburton Ln, Bethesda, MD 20817