



FIGHT TODAY
FOR A BETTER
TOMORROW

ORGANIZING A DEMONSTRATION

Tip Sheet

- Check what laws, rules, and regulations apply in your local area. Different cities, counties, or states will govern demonstrations differently. Be informed.
- Promote your demonstration on social media, with other local animal protection groups, and among other networks available to you. Ask people to let you know if they plan to attend so you can get an idea of how many people are coming.
- Make sure that people planning to attend are given a reliable contact number for the day.
- Ensure that everyone who is taking part in the demonstration is aware of any local rules and regulations, and of their own rights. Most demonstrations are safe for everyone involved but you need to know what to do if things go wrong. The priority at any demonstration is everyone's safety.
- Make sure you have eye-catching banners and posters so that people driving or walking past know why you are there. You can ask people to bring their own, or you can make them yourself and provide them to participants.
- Have flyers to hand out to passers-by who want to find out more.

- Invite local press and send out a press release.
- Elect a spokesperson for any press inquiries but be aware that, if the press come, they might interview anyone in attendance.
- Elect someone to take photographs for you to share on your website, social media, and other platforms.
- Send the photos, and a press release about the demonstration, after the event to local press. This gives you a second chance to get coverage.
- Remember: even if your demonstration is small, you are still reaching people with your message. If you convince one family not to enter the circus, or one couple not to spend their day at the zoo, you have made a difference!

