



Demonstration Conduct Guidelines

Engaging with the public-

Please reach out and engage people. People often seem interested but may be a little shy about approaching a demonstration for more information.

Always offer literature to people passing the demonstration.

When engaging with the public, be sure to smile warmly and be open and friendly; more people will take flyers from a smile than a scowl. If someone is negative or says something rude while passing by: "Get a life, get a job, etc." it's best to just ignore them and focus on the next person.

If someone does talk to you and seems sincerely interested in asking questions, just have a few talking points ready to go, you may only have a few seconds until they move on.

If someone is being rude, yelling, or angry, ignore them and move away. Do not engage this person, it will only escalate. Take the high road, be the bigger person, and do not get angry or agitated. Anyone who is watching will then sympathize with you. If you start yelling, you become the stereotypical "angry activist" which is not the impression you want to make. People respond much more readily to kindness than ill-tempered behavior, no matter the reason.

Never intimidate or harass any individual, including any business' or organizations' patrons or staff. This includes any threatening language used in demonstration chants or songs.

Appearance-

Please dress neatly and conservatively. This has been scientifically proven to improve the public's perception of you and how well your message is received. It's true what they say about first impressions and people are much more likely to hear a message from someone who dresses professionally.

Contact the local authorities-

You should contact the local police department or sheriff's office a few days before the event. Please be respectful, and inform them of your event. Provide such specifics as the date, time, location, approximately how many people you expect, your contact information and any other pertinent details. Get the name of the officer and thank him or her. On the day of the event, if anyone calls the police, you will already be in good standing with them and they will appreciate that. Just do whatever the police request and be polite. They are there to protect your free speech rights and your safety. If you are respectful to them, they will be much more likely to support and assist you.

It is very crucial that all demonstration participants abide by the demonstration conduct guidelines. These guidelines were introduced to protect Last Chance for Animals, the demonstration participants, and members of the public.