

CHECKLIST FOR "FIRST SATURDAY" KFC DEMO

TIP ONE:

Ask activists to be present at your event 10 to 15 minutes before the event is set to begin. (That way, you can have everyone ready to go right on time, and it gives you the opportunity to hold a quick, five-minute meeting.)

TIP TWO:

Before the demonstration, ask activists to stay positive and have fun! Don't be afraid to ask others to do things that will make the demo better.

This checklist will help you make sure you do everything that needs to be done to organize and carry out successful "First Saturday" KFC demonstrations. Whether you're an individual or working with a group, just getting started with animal rights or a veteran activist, this checklist can help your demo be the best it can be. Remember, if you have one person at KFC with a sign and some leaflets, that's a demonstration, and it will make an impact; but of course, the more the merrier!

BEFORE THE DEMONSTRATION

- **Pick a demo time and KFC location, and let us know.** You can e-mail the time, date, and address of your demo to KFCActivist@peta.org or check out the online form on KentuckyFriedCruelty.com. Please do this as far in advance as possible so that we'll have enough time to let other activists in your area know about your demo. Try to pick a high-traffic location where as many people as possible will see you.
- **Order signs and leaflets from PETA.** E-mail us at KFCActivist@peta.org or check out the online form on our Web site to order a supply. Leaflets can also be downloaded and printed from KentuckyFriedCruelty.com if you need them immediately.
- **Pick someone to coordinate the demo.** This person will be in charge of helping people find the best place to hold their signs and making sure that the demo is going smoothly.
- **Review the KFC Q&A included in this demo pack.** We tried to think of all the questions we typically hear during a demo, so if you review the Q&A, you should be able to answer all the questions you'll be asked by passersby or the media.
- **Hold a five-minute meeting before the demo.** Be sure to familiarize everyone participating with the issues of the campaign. Not only will they want to know, media and passersby may also direct questions to anyone at the demo, and everyone should be prepared to answer.
- **Dress conservatively.** It's a sad fact that people will judge you by the way you look. It's not fair, but we are working for the chickens. We don't want to distract people from the issue. To appeal to the masses, we need to look like them.
- **If you have more than 10 people (rare, we know), prepare a list of short and easy chants to keep the demo lively and loud.** We like to use, "KFC, what do you say?/How many chickens tortured today?" and "KFC tortures animals/Boycott KFC!" and "There's no excuse for animal abuse/Boycott KFC!"

TIP THREE:

Treat the store manager and employees as your friends. Tell them why you're there and give them a leaflet. Be sure to be nice and upbeat, even if they're not!

DURING THE DEMONSTRATION

- **Make sure activists are standing and holding signs prominently.** Ask people not to lean or sit or look bored. Smoking or wearing sunglasses doesn't look very good during a demo, either. If you can make eye contact with people as they walk into the restaurant, they'll be more likely to ask you why you're there.
- **Don't yell at or argue with those who disagree with your message.** Thank them for their comments and hand them a flier. (You don't want potential allies or the media viewing or filming you looking mad.)
- **Take photos.** You may want to run them in your newsletter or share them with your friends, and we always like to put new pictures up on our Web site, so please send them to us.
- **Have fun!** Know that you're helping to stop KFC from torturing animals, and take pride in what you're doing.
- **If you're chanting, keep chanting.** Try to pace them so you can keep it up for the entire hour. It helps to have half the people do the first part of the chant and the other half the second.

TIP FOUR:

For a neater appearance when wearing a costume, tuck long hair under the back of your shirt, or put it up. It's best if you choose one person to stay in the costume for your whole demo.

AFTER THE DEMONSTRATION

- **Get the phone numbers and e-mail addresses of everyone who attended.** This way you can get in touch with them about future events.
- **Write a letter to the editor.** Whether it was covered in the news or not, write a letter to the editor about your demonstration. Check out PETA.org for tips on writing letters to the editor.
- **Call and thank the people who participated.** Ask them to write a letter to the editor as well. They made a difference by being there, so let them know that they are appreciated and take the opportunity to give them a heads-up on the next event.

We're here to help you help animals. Contact us at any time for any reason.

"Kentucky Fried Cruelty" Campaign

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