

## Vegan Education in Schools

### Vegan Clubs

### Years 7 to 12

## Letter-writing campaigns

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### Overview

Letter-writing campaigns are a powerful way for students to advocate for animal rights by directly appealing to decision-makers. Through carefully crafted letters addressed to Members of Parliament (MPs), companies or other influential entities, students can raise awareness about animal rights issues and urge meaningful action. This activity helps students develop persuasive communication skills, understand the importance of advocacy and feel empowered to contribute to change.

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### How to organise letter-writing campaigns

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#### 1. Choose a specific cause or policy to advocate for.

- Select a relevant animal rights issue for the campaign:
    - a) Urging MPs to support legislation supporting animal rights.
    - b) Requesting companies to stop using animal products, such as kangaroo leather in sports gear.
    - c) Advocating for wildlife protection measures, like conserving habitats for endangered species.
    - d) Encouraging restaurants or schools to add more vegan options to their menus.
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#### 2. Research the target recipients for the letters.

- Identify key decision-makers who have the power to influence the issue:
  - a) Local or national MPs who can introduce or vote on legislation.
  - b) CEOs or managers of companies involved in practices affecting animals.
  - c) Heads of organisations or institutions that need to implement change.
- Provide students with the contact details and background information of the recipients.

### 3. Educate students about the issue and its significance.

- Share information and statistics to give students a clear understanding of the problem:
    - a) "Every year, millions of kangaroos are killed for their meat and skins. Here's why this needs to stop."
    - b) "Did you know animal transport cause immense suffering due to long transport times and poor conditions?"
  - Discuss the potential impact of their letters on creating change.
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### 4. Provide a template or guide for writing persuasive letters.

- Help students structure their letters effectively:
    - a) **Introduction:** Briefly introduce themselves and explain why they are writing.
    - b) **Main Content:** Highlight the issue, include key facts and explain why action is needed.
    - c) **Call to Action:** Politely urge the recipient to take a specific step, such as supporting a bill or changing a policy.
    - d) **Closing:** Thank the recipient for their attention and include contact details for follow-up.
  - Encourage students to personalise their letters with their own thoughts and emotions.
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### 5. Provide examples to inspire students.

- Share examples of successful advocacy letters that led to change.
  - Offer sample phrases or ideas to help students express their arguments effectively.
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### 6. Arrange a letter-writing session with all the necessary materials.

- Provide paper, envelopes and pens for handwritten letters or access to computers for typed ones.
- Include stamps and a collection box if the letters will be mailed collectively.
- Play soft background music to create a focused and collaborative atmosphere.

## 7. Review and refine the letters before sending them.

- Offer to proofread the letters to ensure they are clear, respectful and impactful.
  - Provide feedback on how to strengthen arguments or improve the tone.
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## 8. Combine the campaign with a group discussion or workshop.

- Host a discussion before or after the letter-writing session to deepen engagement:
    - a) "How do you think our letters can make a difference?"
    - b) "What are other ways we can raise awareness about this issue?"
  - Invite a guest speaker, such as a local activist or animal rights advocate, to inspire students.
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## 9. Track the progress and responses to the campaign.

- Keep a record of the letters sent and any responses received from recipients.
  - Share updates with the students to show how their efforts are being acknowledged.
  - Celebrate milestones, such as positive responses or actions taken by the recipients.
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## 10. Encourage students to share their experience with the broader community.

- Write an article for the school newsletter or website about the campaign and its goals.
  - Post photos or updates (with consent) on social media to inspire others to join the cause.
  - Organise a follow-up event to reflect on the campaign's impact and plan next steps.
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## Outcomes

- **Advocacy skills:** Students learn how to articulate their thoughts persuasively and communicate effectively with decision-makers.
- **Empowerment and agency:** Writing letters allows students to feel empowered and realise they can contribute to meaningful change.
- **Awareness and education:** Researching and writing about animal rights issues deepens students' understanding of the challenges animals face.
- **Inspiration to act:** Positive responses from recipients inspire students to continue advocating for animals.
- **Collaboration and teamwork:** Working together on the campaign fosters a sense of community and shared purpose.