



# Gentle Thanksgiving



## GUIDE TO AN EFFECTIVE OBSERVANCE

### SELECTING A FORM OF OUTREACH

The purpose of Gentle Thanksgiving is to encourage friends, family, and community members to adopt compassionate alternatives to unnecessarily cruel turkey dinners. We accomplish this by demonstrating the great taste, variety, and superior nutrition of plant-based recipes.

**We recommend hosting an entirely veg feast** open to friends, family, neighbors, and media. This will prove how deliciously fulfilling a meat-free Thanksgiving can be.

**Here are some other ways you can get active:**

- Set-up an information table – hand out literature and answer questions people may have about a veg diet.
- Set-up an exhibit table at a mall, library, student union, or other crowded areas.
- Leaflet (hand out materials).
- Bring veggie treats, veg recipe books to work and share with colleagues.
- Visit a homeless shelter and donate meat alternatives.
- Hold a video screening. Videos can be a great educational tool -- try to arrange it at a church, club, community center, at home, or on the street.
- Visit a TV or radio station.
- Write editorial letters and submit them to your local newspapers.

**Educating your community** about the horrors of factory farming and the great benefits of a plant-based diet is key to creating awareness for a Gentle Thanksgiving. These forms of outreach also provide prime opportunity to publicize your Gentle Thanksgiving feast.

### MATERIALS

As a Registered Coordinator, you can request special Gentle Thanksgiving handouts. Other materials, such as colorful cards promoting *Meatout Mondays* (a weekly e-newsletter) are also available.

### PLANNING THE EVENT

Each event should be designed to draw public and media attention to animal suffering through content, location, and timing.

**Location is crucial.** When distributing information, try to choose places with large concentrations of people, like fast food outlets, shopping centers, and downtown plazas. **State capitals and large cities** tend to be densely packed and are more ideal for leafleting. Other locations to consider include local health food stores, libraries, or other veg-friendly venues. Cafeterias, student unions, as well as community and senior centers are locations to consider when coordinating a public feast.

**Timing the event involves balancing** volunteer availability (evenings and weekends) with maximizing passerby traffic (weekday lunch hour or quitting time) and meeting media deadlines. A weekday lunch hour generally provides a good compromise. It is also a good idea to hold your event a few days to a week prior to Thanksgiving Day. This will allot media time to publicize the event and give people time to plan for a meat-free holiday.

### MAKING IT HAPPEN

1. Call a meeting to plan the event, assign responsibilities, and draft an Action Plan.
2. **Register your event on our website at [www.GentleThanksgiving.org](http://www.GentleThanksgiving.org).**
3. Invite speakers, exhibitors, and others.
4. Inform the media (see enclosed guide).
5. Promote participation through leaflets, posters, and newspaper calendar notices.
6. Obtain displays & handouts.
7. Test equipment (for video screening).
8. Conduct observance.
9. **Send report, news clips, & photos to us at:**  
FARM  
10101 Ashburton Lane  
Bethesda, MD 20817