



# Rallies and Educational Outreach Guidelines



# Thank you very much



For taking the initiative to create, coordinate and manage a rally or educational outreach on behalf of the Coalition for the Protection of Racehorses (CPR) and the horses themselves.

CPR is only as strong as the volunteers who make up our organisation. Without you, we would simply not exist and the horses used and abused by the racing industry would have no one speaking out for them.

As an independent animal welfare organisation, it is essential that we always present ourselves and our campaigns in an educated, honest, respectful and professional manner.

Founded in 2008, we pride ourselves on our track record of not only raising awareness through exposes and education, and the pressure we have maintained on the horse racing industry that is resulting in slow but significant change, we also pride ourselves on our ability and commitment to remain non-violent and composed even under sometimes challenging circumstances. We are not afraid to push boundaries when appropriate, but we will always be committed to doing so in a non-violent manner.

# Initial Preparation

Once you have decided to conduct your own demonstration, there are a few things you must do.

- 1** Contact the CPR Volunteer Coordinator to register the event. They can also guide you through organising and running your event.  
Volunteer Coordinator contact details  
Name: Kristin Leigh  
Email: kristinl@horseracingkills.com
- 2** Decide on a day and time. Seek to commence planning your event at least one month in advance.
- 3** Set up and manage a facebook event to help to attract attendees to your rally. CPR can provide assistance with this as well as promoting it through our own social media pages. We can also email supporters in your area to boost numbers.
- 4** Familiarise yourself with our Code of Conduct which all attendees must abide by:

<https://horseracingkills.com/wp-content/uploads/2020/01/Code-of-Conduct-for-Protest-Attendees-short.pdf>

# BE AWARE OF THE FACTS

You do not need to be an expert on horse racing and horse behaviour to know the way the horse racing industry operates is wrong.

To familiarise yourself with the suffering the horses endure, the issues that plague the industry, and the campaigns we run to address such issues, please visit: [www.horseracingkills.com](http://www.horseracingkills.com), in particular, the Campaigns and Issues tabs.

Credit: Julian Meehan



If at any time you are asked a question you do not know the answer to, that is okay. You can refer people to our website and also our email address: [enquiries@horseracingkills.com](mailto:enquiries@horseracingkills.com)

You can also take down their email address and let them know you will find out the answer and get back to them as soon as possible.

# BE PREPARED

We offer resources to help you to run a visually effective action. Please visit: [www.horseracingkills.com](http://www.horseracingkills.com).

Click on the Run a CPR Rally/Outreach tab where you will find posters, banners, leaflets, and videos that you may download and utilise at your important event.

If you would prefer we provide the leaflets to you, please contact us with your postal address along with an idea of how many leaflets you believe you will require. Leaflets can be provided for free however we do encourage a donation to cover postage and printing costs if possible.

Creating and distributing a media release may also be appropriate for your action. CPR can help you with this also. If you believe media may be in attendance it is important to seize this opportunity by having a media spokesperson present. That may be you or another you have allocated this responsibility to. See our list of soundbites in this Run a CPR Rally/Outreach kit or contact CPR to help you to create a list of soundbites that may be more specific to your rally. Pre-prepared soundbites help to ensure you are able to get your message across to the media as effectively as possible.

As mentioned above, you must also take the initiative to set up and manage a facebook event to help to attract attendees to your rally. CPR can help you with setting this up shall you require it and can also help guide you on other ways to promote your action.

Remember, large numbers attending your outreach or rally is great but don't allow fear of low attendance to put you off. Small groups sharing information and raising awareness is also immensely powerful.

# BEHAVE

It is okay, in fact, it is great to be passionate. We all are at CPR and need to be to maintain our dedication and commitment. We expect everyone to use their passion for horses in a positive and meaningful manner. We by no means condone nor support outbursts of verbal or physical abuse. When managing an outreach or rally you may receive such outbursts of verbal abuse from race day attendees and/or those working in the racing industry in some capacity.

Our message is a powerful one based on truth – sometimes resulting in defensive backlash. For your own safety, the safety of other attendees and to uphold the CPR commitment to non-violence, it is essential to not be reactive to such verbal taunts shall they occur.

We expect all CPR volunteers and representatives to take the moral high ground and to not give such characters the pleasure of your attention. If at any time you or anyone at your action feels in any way in fear for their safety, it is CPR requirement that you notify police and if not available, event security, immediately.

As the main organiser, it is essential that you make a commitment to CPR's policy of non-violence. Any form of behaviour displayed contrary to this is not condoned and CPR negates all association and responsibility.

Ensure you share our Code of Conduct with all attendees prior to the event.





## BE A LEADER

As a rally or outreach organiser and manager, you are responsible for the effectiveness of your rally and the behaviour of your attendees.

For rallies, if you think it appropriate, prepare some chants, bring a megaphone or PA system and use the opportunity to educate race attendees as to exactly what it is they are supporting. Suggested chants and truth bombs can also be found in this kit. We encourage you to dedicate one other person per 20 attendees to help you to monitor and manage volunteers.

A quick briefing should be held at the commencement of your rally to...

- instruct volunteers on the plan for the day (positioning, chants, rally movements shall there be a march, the goal of the outreach/rally)
- point out key people such as photographers, media liaisons/spokes people, and event marshalls.
- explain CPR's commitment to peaceful protest and non-violence  
If at any point during your rally you feel these guidelines are being breached we would expect you to give the person a warning and if the behaviour continues request they leave the event immediately.

# BE PROUD



Remember, what you are doing is helping.

Every time we take action we raise awareness of the shocking reality the industry so desperately tries to hide, we make a strong statement that we oppose horse cruelty, we add further pressure to this shameful industry, we turn people away from attending and supporting horse racing, and sometimes we may even create and inspire a fresh new volunteer or activist to join our cause for the horses.

So, whether you stand in the mall holding signs, shout outside a race-track into a megaphone or hold a stall at a local market, you are helping towards a brighter future for horses and you are on the right side of history.

If you would like further guidance or ideas of ways you can be effective for horses, please email us at:

[enquiries@horseracingkills.com](mailto:enquiries@horseracingkills.com)





## Good Luck x

Image: Benjamin & Belvidere at Freedom Hill Sanctuary

### Checklist

- brainstorm your rally or outreach initiative
- arrange key people to help you to make your ideas come to fruition
- share the date and other details with CPR
- inform the local council of your action/rally if required
- create and promote a facebook event and share the link with CPR
- select and print banners, posters, and leaflets
- download videos to display if applicable
- prepare and distribute a media release
- allocate a media spokesperson, marshalls, photographers, event speakers as required
- download/create media soundbites, chants, truth bombs
- arrange a megaphone or PA system if required
- arrange a table if required (for petition signing, leaflet presentation)
- allow time after your event to upload images to social media, send footage/images of what occurred to media, and thank all your attendees