



## Faith Leader Endorsement Gathering Tips

### Endorsement Gathering Is the New Signature Gathering

Thanks to the help of more than 400 volunteers – like you – we cleared a major hurdle in the initiative petition process, gathering more than 150,000 signatures. Now, we are pivoting to focus on gaining additional endorsements from veterinary voices to demonstrate the important base of support this ballot measure has across Oregon from experts in the field of animal health and well-being.

Our endorsers so far include the Oregon Humane Society, Oregon Zoo Foundation, the Oregon Coast Aquarium, Humane Society Veterinary Medical Association, The Association of Zoos and Aquariums, Center for Biological Diversity, Defenders of Wildlife, the Humane Society of the United States, and the International Fund for Animal Welfare, elected officials, businesses and veterinarians. A full list of current endorsers is available at <http://www.saveanimalsoregon.com/endorsements>.

Asking a faith leader to endorse is simply asking them to lend their name in support of our effort. They don't need to donate money, volunteer their time, or do anything else. Endorsements can be made online at [saveanimalsoregon.com](http://saveanimalsoregon.com) or via printed endorsement forms available for download and printing at [www.saveanimalsoregon.com/resources](http://www.saveanimalsoregon.com/resources).

**Please return completed endorsement forms to the campaign office** by regular first class mail to PO Box 19958, Portland, OR 97280, or by scan and email to [info@saveanimalsoregon.com](mailto:info@saveanimalsoregon.com).

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**PS:** As we gear up for **Election Day on November 8, 2016**, we want you to have fun and meet new people! If you'd like to connect with more volunteers in your area, need materials, have questions about gathering endorsements, or anything else, please contact us.

**Thank you for your help with this very important part of the campaign, gearing up for November 2016!**

#### **Tried and True Tips**

- ❖ **Be professional**, remember when you're gathering endorsements – just like with signature gathering, you are the face of the campaign and we want to make a good impression.
- ❖ **Endorsement forms** can be completed online at [saveanimalsoregon.com](http://saveanimalsoregon.com) or downloaded and printed, along with other resources at [saveanimalsoregon.com/resources](http://saveanimalsoregon.com/resources).
- ❖ **Start small**, with your own pastor/faith leader or pastors/faith leaders in your community. Provide an endorsement form (printed or digital) and, if you want, other resources from the resources page. Remind potential endorsers that by signing the endorsement form, they are lending their voice in support of this measure alongside a broad coalition, including other faith leaders.

❖ **Positivity:** Be friendly, smile; remember that you are the face of the campaign.

❖ **Follow Up:** If someone isn't available when you stop by or wants more information before endorsing, offer to meet back up in another week or two. Let us know what information they're looking for and, if it's not already on the resources page, we can help provide it. Then, remember to follow up according to the agreed schedule.

**Questions:** If there are questions you're not comfortable answering, let the potential endorser know that you'll follow up with more information, then, make a note of the questions and reach out to us. If the information isn't already on the resources page, we can help pull it together for you. You can also offer for them to reach out to us directly at 503/265-8850 or info@saveanimalsoregon.com.

❖ **Rejection:** If they decline to endorse, ask "will you help?" (*help* is a powerful word); still, some people will say "no." Don't let it bother you. The more people you ask, the greater our coalition will be! Be friendly in the face of rejection, it reflects well on the campaign. If a person is disinterested or annoyed, smile and walk away – everyone is entitled to their opinion and we want to always be polite.

**Faith leaders have an important voice in our community and help others understand the moral aspects of protecting animals. The Oregon faith community has already expressed strong support for this measure: the Oregon Episcopal Bishop, a Rabbi, a Unitarian Pastor, and a Methodist Pastor have written statements of support for the ballot measure to be included in the voter guide.**

**Here's a sample script for connecting with faith leaders:**

*Hi, my name is \_\_\_\_\_ and I'm volunteering with Save Endangered Animals Oregon. We're working to close the Oregon market for trade in parts and products of endangered animals by placing the issue on the November 2016 ballot. The measure would ban the in-state sale of parts and products of twelve types of imperiled animals--elephants, rhinos, lions, tigers, sharks, pangolins, cheetahs, jaguars, leopards, rays, whales and sea turtles. By restricting the sale of these items, we can begin to eliminate the profit motive behind the poaching of these animals. Similar bans are already in place in Hawaii, California and Washington.*

## Key Talking Points

- ❖ **Moral responsibility.** As people of faith, we have a duty to treat all animals with mercy and compassion. Each animal was created by God with a purpose and as stewards of the animals, we have a duty to see that these animals fulfil that purpose now and for generations to come.
- ❖ **African communities are also adversely impacted by poaching and wildlife trafficking.** According to a United Nations report, the likely annual income from ivory generates millions of dollars for terrorist to buy weapons, hurt innocent people, and destabilize governments.
- ❖ **Pope St. Francis called on us to act to put a stop to poaching and wildlife trafficking.** In a speech in the Kenyan capital Nairobi last November, Pope Francis said "Africa offers the world a beauty and natural richness which inspire praise of the Creator. Illegal trade in diamonds and precious stones and animal products, such as ivory trafficking and the relative killing of elephants, fuels political instability, organized crime and terrorism. This situation, too, is a cry rising up from humanity and the earth itself, one which needs to be heard by the international community."