



Training Workshop: Political Advocacy for Animals

Residence & Conference Centre – Toronto Downtown
80 Cooperage Street, Toronto
Thursday, September 12
6:00 – 9:30 pm

5:30 – 6:00 pm: Registration

Vegan pizza will be available before the event begins

6:00 pm – 6:15 pm: Welcome, Introductions, and Icebreaker

*Presenters: Camille Labchuk, Executive Director, and Kimberly Carrol, Board Member
Introducing Animal Justice Team Members: Kaitlyn Mitchell, Staff Lawyer, Gabriel Wildgen, Summer Student, and Shannon Milling, Communications & Development Manager*

6:15 – 6:45 pm: The Legislative Process: How Laws and Regulations get made

Presenter: Camille Labchuk, Kaitlyn Mitchell

To be effective law and policy advocates for animals, we need a clear understanding of the legislative and regulatory processes. In this session we will discuss the differences between regulation and legislation. For legislation, we will explore the multiple steps involved in introducing and passing a bill into law in the Parliamentary system at the provincial and federal levels. We will also look at how bylaws are passed in cities. For regulations, we will learn about the process by which government bureaucracies set rules pertaining to animal protection, and how we can influence that rule-making process.

6:45 pm – 7:15 pm: Building Relationships with Policy Makers

Presenter: Gabriel Wildgen

Building strong, positive relationships with policy makers is essential to any political advocacy campaign. Strong communication skills, a focused, fact-based approach, and diligent follow-up are essential to make any lobbying effort a success. In this session, you will learn how to arrange a meeting with a policy maker, prepare for that meeting, and build a lasting relationship with them so that you can enlist their help in achieving your policy goals.

7:15 - 8:00 pm: Workshop breakout sessions

*Presenters: Gabriel Wildgen, Camille Labchuk, Kaitlyn Mitchell
With assistance from experienced audience members*

**Animal Justice Canada Legislative Fund
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- Break into groups of four, practice lobbying for a policy change. Two people will be the politician and legislative assistant; two will be the lobbyists.
 - 5 minutes to prepare, using fact sheet provided.
 - 5 minutes lobbying simulation
 - 5 minutes to debrief, receive feedback
- Round two
 - 5 minutes to prepare again, roles reversed
 - 5 minute lobbying simulation
 - 5 minutes to debrief, receive feedback

8:00 – 8:15 pm: Break: Vegan cheese served from Nuts for Cheese, Stokes, Culcherd

8:15 pm – 8:45 pm: Campaigning for Animal-Friendly Political Candidates
Presenter: Camille Labchuk

To pass effective laws for animals, we need as many allies as possible in office. This means participating actively during election season to support candidates who will be champions for animal protection laws. In this session, we will discuss how to identify and support animal-friendly candidates, including how to canvass, fundraise, and organize other grassroots supporters, both on the ground and online. We'll also introduce you to Animal Justice's Humane Voters Canada initiative for the up-coming federal election.

8:45 - 9:20 pm: Approach and Action
Presenter: Kimberly Carroll

This session will first explore why it's important to approach political advocacy with an attitude of positivity and connection, treating everyone you encounter like a potential ally who can be reached and persuaded. We'll review how to build bridges with other movements and individuals.

Then, we'll show you how to stay on track by creating specific, measurable goals for political advocacy, staying accountable to yourself and others, and developing strong habits for maximum effectiveness.

Finally, we'll participate in a group brainstorming session.

9:20 - 9:30 pm: Closing Remarks & Feedback
Presenter: Camille Labchuk

Please note that we may take photograph and video recordings throughout this session to use in publicity materials.