



Veterinary 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 veterinary professional 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/endorsements or via printed endorsement forms available for download and printing at 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.

Tried and True Tips

The endorsements of veterinary professionals are an important part of this campaign. Veterinary professionals are uniquely able to expertly assess the humane treatment of animals. The public looks to veterinarians for guidance on issues pertaining to animal health and welfare.

- ❖ **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/endorsements or downloaded and printed, along with other resources at saveanimalsoregon.com/resources.
- ❖ **Start small**, with your own veterinarian or veterinarians in your community at shelters, rescues and private veterinary clinics. 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 veterinary colleagues.
- ❖ **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.

Script: Here's a sample script for connecting with veterinary professionals:

- "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 bans 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.
- "We're asking veterinarians to help by lending their name in support. Oregon veterinary professionals from throughout the state have already endorsed the ballot measure, and we would be honored to include you on the list as an endorser! Endorsing this initiative does not cost anything, or require you to do anything for it; it's simply a way to show you support. To join the Oregon veterinarians who've endorsed, there's just a quick form to fill out."

Key Talking Points

Remember that veterinary professionals are experts and understand the impacts of poaching on destabilizing wild animal populations. That said, they may not be familiar with all aspects of the issue. You can use phrases like, "as you are aware..." or "as you may know..."

- ❖ **Compromised animal welfare:** Poaching causes incredible suffering to trafficked species. For example, elephant tusks and rhino horns are often cut from the animals' faces while they are still alive. In one recent case, poachers poisoned a watering hole with cyanide, killing 300 elephants at once and resulting in the deaths of other animals who fed on the carcasses.
- ❖ **Loss of species diversity:** Each year, approximately 35,000 elephants are killed to supply the international ivory market. In 2014 alone, 1,200 out of 28,000 remaining South African rhinos were killed. Close to 100 million sharks are killed every year to supply the global demand for their products. Many shark and ray species are threatened with extinction. All seven sea turtle species are threatened with extinction.
- ❖ **Degradation of ecosystems and destruction of habitat:** As a consequence of these imbalances in animal populations and loss of species diversity, entire ecosystems are disrupted by poaching and limited animal habitat is further destroyed.
- ❖ **Final Point:** As we prepare 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 need anything else, please contact us.

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

Have questions? Call 503/265-8850 or email info@saveanimalsoregon.com

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