

SCHOOL CLUB MANUAL

Guide to starting an animal club



BCSPCA
SPEAKING FOR ANIMALS

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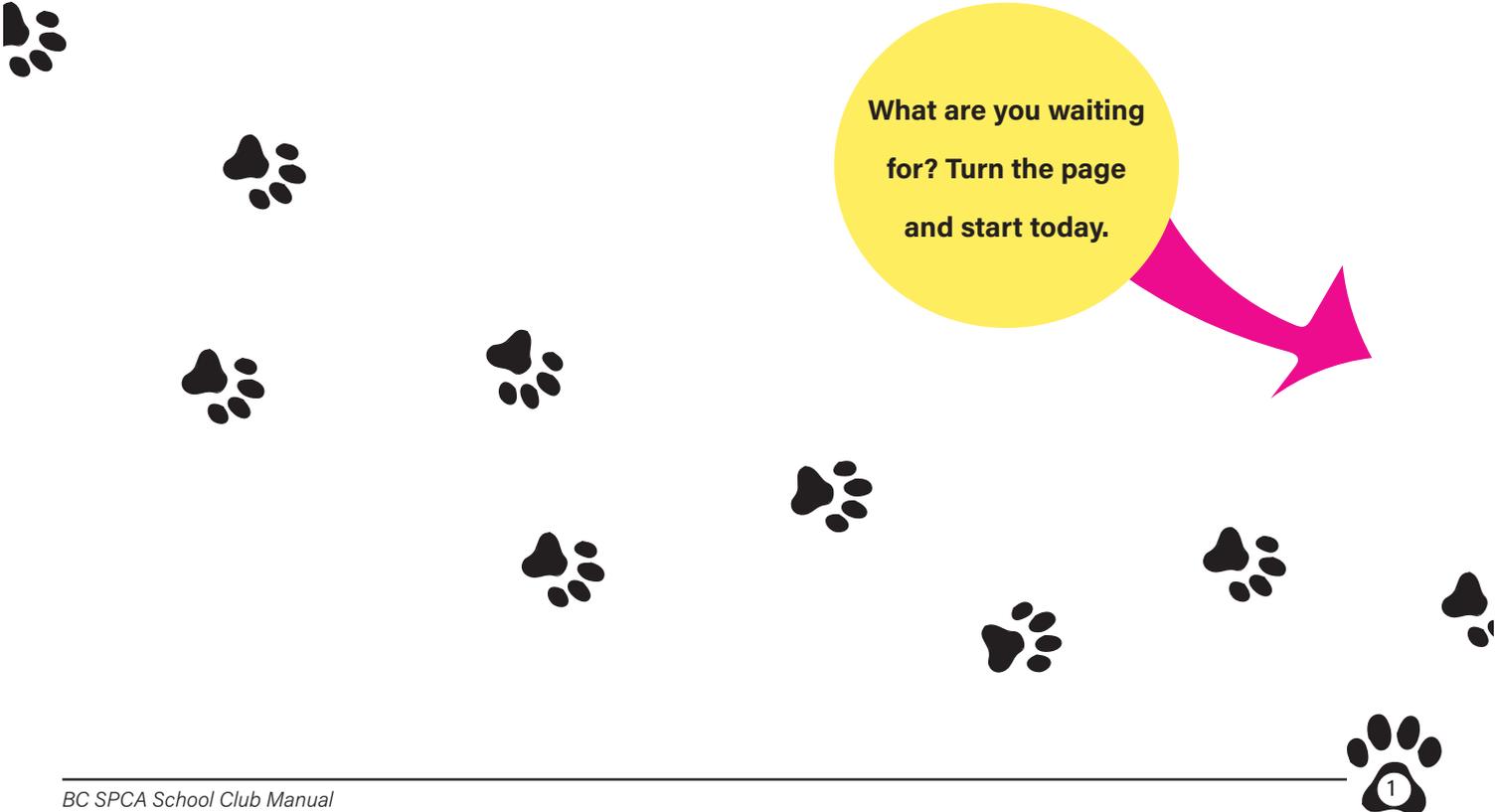


BECOME CHAMPIONS FOR ANIMALS!

One voice is strong, but many voices are stronger. You might think, “We’re just kids, what can we do?” But more and more young people are speaking up for what they believe in – and what’s right – and the world is listening.

Students, join your voices together to speak up for animals. Start an animal club at YOUR school. Make friends, have fun, learn about issues facing animals and work together to help them. Become leaders – and create real change.

Ready to begin building your school’s team of heroes for animals? We’ve got the step-by-step instructions and inspiration you need to get your club from just an idea to a strong force for good in the world.



What are you waiting for? Turn the page and start today.

START A CLUB

You know that you love animals, and that you want to help them any way that you can. But what's the best way to do that?

One of the most impactful things you can do is start a school animal club. Why? Because real change happens when people join and work together for a cause - like saving and protecting animals!

Here's your guide to starting your animal club:

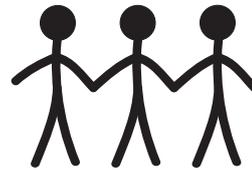


1 Get a group together. Talk to friends and classmates, put up posters to recruit people or make a post on your Instagram account.



2 Find an advisor (a trusted teacher, parent or staff member who likes animals). Pitch a few ideas to them!

3 Register your club at spca.bc.ca/kids. You'll receive an official BC SPCA School Club welcome package.

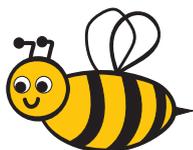


4 Write a fun and inclusive agenda for your first meeting so that everyone has a chance to contribute!

Club Tips!

KINDNESS IS KEY Make sure your club is as kind and inclusive as possible to other kids. Kindness to animals starts with kindness to people!

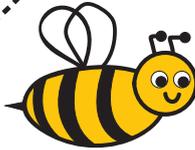
BE ORGANIZED Planning meetings, events and projects ahead of time will make things run more smoothly.



Club Tips!

KEEP A LIST Collect the contact info of club members, and what topics they are interested in and skills they have. (such as art, homeless pets, or conservation!)

CREATE A LOGO Design a cool picture or symbol with your club name. This way people will recognize your club as soon as they see the logo!



Students from St. Patrick's school wrote up a declaration of animal rights and asked classmates to sign it to show their commitment to improving the lives of animals.

5

Set your first meeting. Choose a location, date and time for your meeting. Then advertise by making posters, school announcements or social media posts.



6

At the meeting, discuss a club name and share your ideas for possible projects and events. Make sure everyone gets to contribute their ideas!

7

Get started! Decide on a first project. Make sure everyone has a job to do. Plan to meet again to see how the project is going, and set a deadline to complete your project.

8

Get recognized! Take photos and send us a completed MISSION ACCOMPLISHED form (pg 17). We may use the photo in one of our publications such as *Bark!* or *Meow!* magazine.



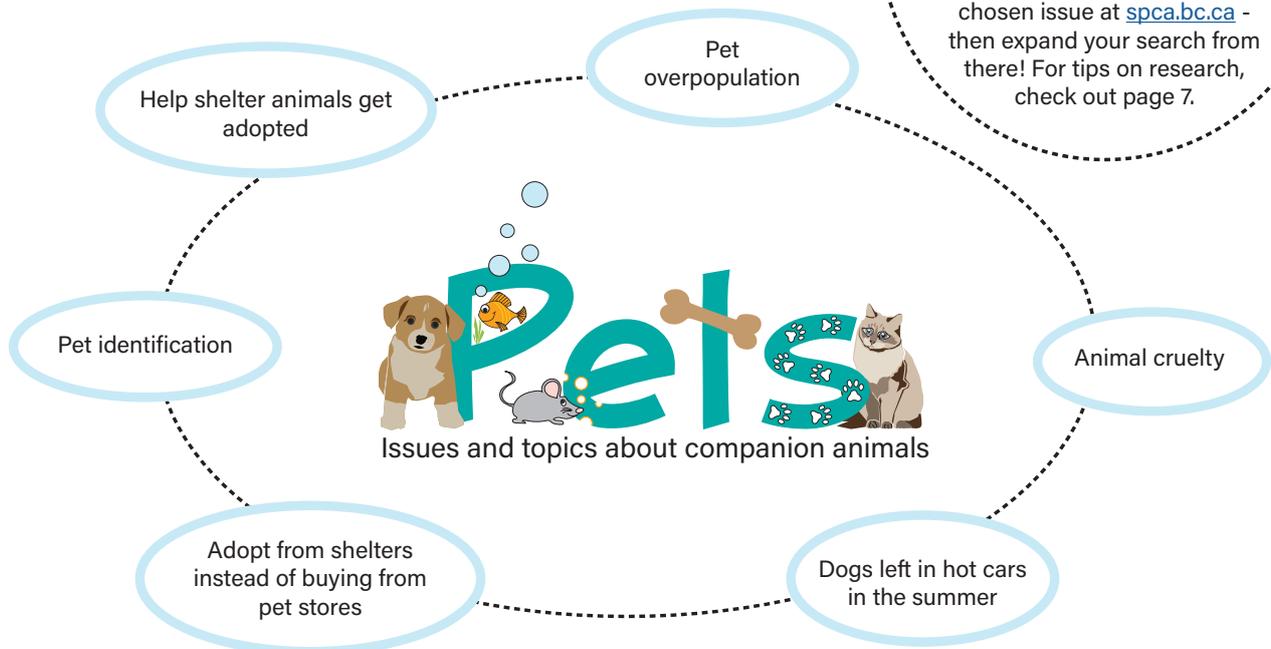
They also created a bulletin board displaying posters about different animal topics and stories about animals.

For more info and ideas on starting a BC SPCA School Club
go to spca.bc.ca/kids

IMPORTANT ISSUES FACING ANIMALS

Get Informed!

There are many issues facing animals in B.C. When you find a topic that interests you, get accurate information. You can start learning about your chosen issue at spca.bc.ca - then expand your search from there! For tips on research, check out page 7.



Awesome ideas for helping pets

- Start a poster campaign. Design posters with the slogan "Adopt Don't Shop!" and challenge your club to put up as many as possible around the community. Always get permission, whether it's at your school, community centre, church or mosque.
- Call your local shelter and ask them what kinds of supplies they currently need. Then, hold a drive to collect those items for donation!
- Hold a monthly book club where you read books about pets. Ask your librarian to create a display of animal stories during the month of May (it's Be Kind to Animals Month!).



Farming's effects on the environment

Five Freedoms for farm animals

Farm Animals



Issues and topics about farm animals

Why supporting SPCA Certified or Certified Organic foods helps farm animals

Fantastic ideas for helping farm animals

- Host a milk taste test at school! Discuss how milk alternatives can help dairy cows.
- Hold a vegetarian pizza party or a veggie burger BBQ at your school to inspire your friends to have Meatless Mondays.
- Write a short story from a farm animal's perspective to show how they might feel in certain situations. Read it aloud during your English class.





Wonderful ways to help wildlife

- Plant a communal garden at your school. Choose plants that will help bees and other insects.
- Call your local wildlife rehabilitation centre. See if they are looking for food donations, then clean out your freezer to check for any frozen berries or meat that you can spare.
- Create a "Before and After" art display of wild animals. Show how wild animals look in their natural habitats versus in a cramped zoo or aquarium.
- Hold a movie night with movies about wildlife, such as *Finding Nemo*, *Fly Away Home*, *Free Willy* or *Madagascar*. Do these films help animals? Portray them accurately? Why or why not?





TIP SHEET

Research Tips

No matter what topic you choose, you'll need to have accurate information to make your message as powerful as possible. Check out our tips to make sure you have the necessary info to teach people about animals.

BE OPEN-MINDED

You may already have some ideas about your chosen topic, but it's important to be open to learning - whichever direction that takes you! Don't force your sources to match your initial belief, or ignore facts that tell you otherwise. Your research may teach you something you didn't expect. You may even change your mind about something!

ASK EXPERTS FOR HELP

If you are new to researching, ask a reliable expert. Many teachers, animal researchers, librarians and veterinarians can give great advice.

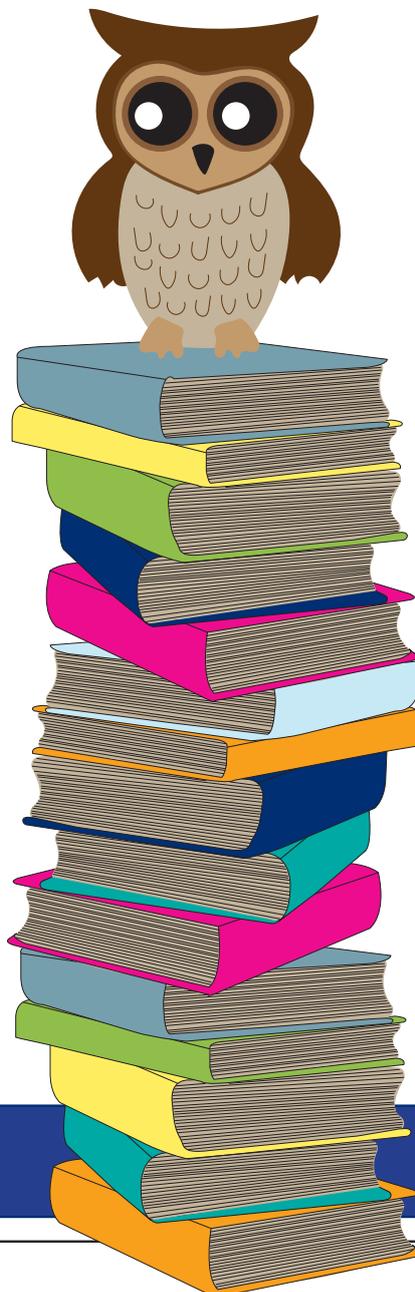
PICK GOOD SOURCES

Ask your librarian or trusted expert how to find a good source. Do different sources contradict each other? Ask a librarian why this might be or how to tell who is correct.

Gather information from multiple sources, rather than just one. This will give you a more informed and well-rounded opinion.

Check your source's publication date. Is there a more up-to-date version?

Never stop reading! Learning is an ongoing process.



WRITE EVERYTHING DOWN

Keep track of your sources so that people know where you got your information. Ask your librarian if you need any help!



Types of Projects

Everyone has different talents and interests. Here's a sample of the kinds of projects you may want to choose:

1

AWESOME ART

Inspire others to action through artwork.

For example: Displays, short stories, posters, crafts, paintings, homemade cards



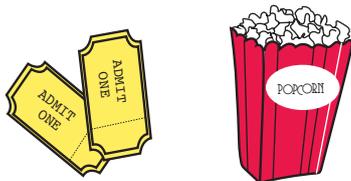
Students from Upper Lynn Elementary made thank you cards for the BC SPCA to give to supporters.

2

EXCELLENT EVENTS

Plan an event and use it as an opportunity to talk about animal issues.

For example: Movie nights, pizza parties, school dances, book clubs



3

FABULOUS FUNDRAISERS

Support compassionate animal welfare organizations by raising funds for them.

For example: Bake sales, car washes, lemonade stands, flea markets



4

GO ALL THE WAY TO THE TOP

Start a campaign to convince people in power (like companies or governments) to take a stand for animals.

For example: Letter-writing campaigns, presentations, petitions

5

BE A SHELTER HERO

Make or collect items your local shelter needs. Call them first to see what they need most.

By making no-sew cat beds, grade 4/5 students at Glenwood Elementary made cats at the shelter a little more comfortable while waiting to find their forever homes.



Display Tips

Sometimes when you want to teach others something, a display can be helpful to illustrate your point. Check out our tips below for making a knockout display.

MAKE IT ATTRACTIVE

Use colours and large text.

Cover the table with a cloth or a banner.

Important words like the title should be LARGE to stand out.

SIMPLE IS BETTER

Use easy-to-read fonts. Go for minimal text. Get your point across in the title and subtitle and subsections. Have more detailed information in a handout.

Make sure your text is neat and readable.

Use a backdrop in a solid colour that looks good with the colour of your text. Hint: darker texts usually look better against a light background.

Exotic Animals

Should they be pets?

What is an exotic animal?

An exotic is an animal that is wild in another country.

Can you provide what they need to be happy and healthy?

- Appropriate food
- Suitable companions
- Climate
- LIFESPAN
- Habitat / space



Other concerns

- Knowledgeable local vets?
- Difficult to rehome?
- Cannot be released into our wild spaces

How do they become pets?

- Wild-caught
- Captive-bred



Include clear and large images.

Frame your photos. Paste them on a larger piece of paper in a contrasting colour.

LOCATION LOCATION LOCATION

Find a spot to set up your display where many people will pass by.

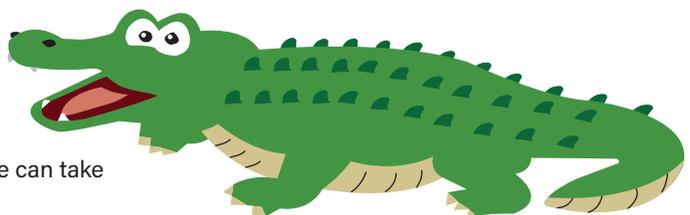
Make your display light and portable so that you can bring it to different events like science fairs, parent days or school festivals.

MAKE IT FUN

Include something interactive like a quiz, PowerPoint presentation or scheduled demonstration.

HANDOUTS

Create attractive handouts. Add facts and details people can take home with them.



Poster Tips

Learn how to design a standout poster! Display in public locations to reach a bigger audience. Always ask for permission before you put up your poster.

LAYOUT

Eyes usually focus first at the center of a poster, and will move left to right, and top to bottom.

SIZE AND STYLE OF TEXT

Make sure your text is legible and readable.

Important words like the title should be LARGE to stand out.

Help local animals in need

by recycling your bottles & cans



IMAGES

Include clear and large images.

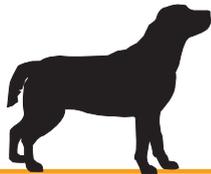
The background should not be too busy, as it may clash with the images.

It's easy! Simply ask to donate your coins to the BC SPCA West Vancouver Branch when you recycle your bottles and cans at:

North Vancouver Bottle & Return-It Depot
310 Brooksbank Ave, North Vancouver, V7J 2C1

Lonsdale Bottle Depot
142A 3rd St W, North Vancouver, V7M 1E8

North Shore Bottle Depots Ltd.
235 Donaghy Ave, North Vancouver, V7P 2L6



BCSPCA
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tips...

Petition Tips

A petition is a formal written request to someone in an authority position. For example, Principal Smith. A great way to grab their attention is with lots of support! A large number of signatures on a petition proves that many people care about the issue. Follow these steps to create a great petition.

Research who is the best recipient for the petition. Specify the recipient at the top of the petition.

Outline the issue you would like changed. Be as clear as possible.

Leave enough room for people to print their name and address. People must write their signatures by hand. The names must also be as clear as possible.

PETITION

To the attention of Principal Smith

Goal is to have 100 signatures by November 1

Petition to make Mondays "Meatless Mondays" in the cafeteria.

NAME	ADDRESS	SIGNATURE
Eleanor Munk	1245 E 7th Ave, Vancouver, BC	<i>Eleanor Munk</i>

* Your information will only be sent to the recipient noted above, Principal Smith *

Put the petition on a clipboard and attach a pen. Go to a location where people gather and ask them to sign the petition.

Set a deadline and a goal for the number of signatures you'd like to collect.

Write a line that lets people know you will only send their information to the recipient. People need to know you will protect their privacy.



Letter-writing Tips

Writing a letter to a company or person in government can grab their attention. Use this as an opportunity to write a passionate plea for making changes to animal issues. Check out this sample letter to an elected official.

Include the name of the organization, the contact's name and their position, and full mailing address.

Use proper titles and last names. Don't address someone by their first name unless you actually know them.

LETTER RECIPIENT

Research who is the best recipient of your letter. Ask a parent or teacher for help if you are not sure.

BE BRIEF

Even if you're the best writer in the world, people are more likely to read a letter if it is short and sweet!

WRITING STYLE

Start strong! Your first sentence should make it clear what your letter will be about.

July 1st, 2019

Hon. Melanie Mark
Room 133 Parliament Buildings
Victoria, B.C V8V 1X4

Dear Hon. Melanie Mark,

Please stop B.C's wolf cull to end the killing of B.C wolves. Killing wolves will not save our caribou. Their numbers have declined due to environmental factors and not wolf attacks. Causing wolves harm and suffering because they are carnivores, does not address the issue. Wolves can't help being carnivores, so it is also cruel and unethical.

As a wolf and wildlife lover, I feel very strongly about this issue. These animals are beautiful and deserve freedom from cruelty. Please do what you can to end the wolf cull.

Thank you for your help.

Sincerely,
Eleanor Munk

Eleanor Munk
1245 E 7th Ave
Vancouver, B.C V5T 1R1



Be factual. Use numbers and other facts to support your argument.

Don't provide claims you can't back-up with evidence.

Be passionate. Make sure people know that you care, and include personal details if you can to explain why.

Kindness counts. Even if the recipient disagrees with you, they are more likely to respond or change their mind if you are polite.

Don't get discouraged. Officials and companies can sometimes be very busy, so they might not write back. This doesn't mean that your message didn't strike a chord with them!

BE SPECIFIC

Do you know the name of a certain Bill you are supporting? An article that you disagree with? Make sure that the recipient knows exactly what you are talking about.



Fundraising Tips

Raising funds help animals in many ways. Money is used to conduct cruelty investigations, give shelter and care to animals until they are adopted, and provide medical treatment to sick and injured animals.

Students from École Phoenix Middle School, made crafts and sold them at a Holiday craft fair and donated the money to the BC SPCA.



SET A GOAL

How much money do you want to raise? It can be helpful to research how much something costs (e.g. \$130 to spay a cat).

Make sure your goal is realistic. Raising a million dollars selling Popsicles, is unlikely!

Don't get discouraged if you don't reach the exact goal that you set. Every little bit counts!

Look at ways other people have raised funds. Brainstorm different ways to raise money.

SET A DATE

Pick a date that doesn't conflict with another event that may take attention away from yours.

Set a timeline, stay on schedule and have regular meetings before the event. Make sure everyone is on track and all jobs are complete.



CREATE A BUDGET

Is there a cost to putting on your event? If so, how much and how will you get the money? Make sure the money you will make will be more than your costs.

Talk to others who have done similar events to see if you are missing anything in your budget.



ADVERTISING

Create posters, make school announcements or post on social media. Place ads in the community events section of your local newspaper. Ask if you can put an ad in the newsletter of any clubs or organizations to which you belong.

Tell everyone you know!

Create an email invitation and ask everyone on your email list to pass it on to their friends.

If you are fundraising for a particular organization e.g. the BC SPCA, let them know. They may put up a poster about your event and let people know about it as well.

PLAN ✓

- Decide how much you will charge for your event, sale or service. How many tickets, items, or services will you have to sell to reach your target?
- Make a list of materials you'll need.
- Pick a date and location. Get permission and book the location early.
- Make a checklist of things to buy, make or do. Determine who needs to get or complete each item.

Bake Sale



Skit and Video Tips

Creating a skit or video to show in class or at an assembly

People often learn better when something is entertaining so, why not create a skit, public service announcement (PSA) or a short movie about an animal topic? Enlist your friends, siblings and classmates as actors, costume designers and scriptwriters. Skits can be performed at school or other public places. Videos are great for sharing with your friends on social media. Creating skits is similar to creating a video. Use the information in steps 1-3 and then practice, gather your costumes and props and do a dress rehearsal.

Step One: Script

Write a script for your video, PSA or skit. Search for sample scripts online to get an idea of the structure of a script.

Next, edit your script. Cut out anything that isn't necessary to get your point across.



1



Think about advertisements or movies that have stuck with you. Why do you remember them? What made them stand out?

Step Three: Casting

Decide each group member's role. For example: actors, camera operator, director, costume design, script supervisor and prop person.

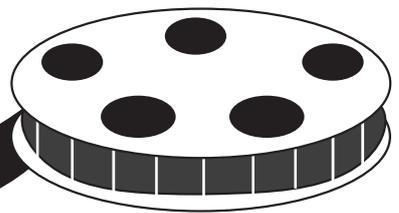
3

Script: Help save B.C.'s wolves commercial

Open with wolf paw prints and howling wolf.

Kid#1 "Are you a wildlife lover?"

Kid#2 "Do you want to make a difference?"



Step Two: Storyboard

2

A storyboard is a visual sketch of the actions. Practice creating a storyboard at storyboardthat.com When you are ready, sketch your own storyboard for your project. Review it and take out anything that doesn't help tell your story. Remember, simplicity is key.





Tip: You could also write a short “radio commercial” to read over your school’s intercom, or design a small ad to put in your school newsletter!

Step Four: Practice

Practice your scenes to work out any rough spots. This is where you can decide on angles and close-up or wide-angle camera shots.

4

Commercials are 20-60 seconds long. This is actually longer than you might think! Still, it is important to be very selective about the information you want to share. Strong imagery and simple messaging can have a powerful impact.

Step Five: Gathering Materials

Before filming begins, decide on location, costumes, sound effects, etc before filming begins.

5

Step Six: Filming

It may take more than one or two tries to get it right. Remember that if you are filming you can edit your film later.

6



Step Seven: Editing

Check out software such as the iMovie App or Microsoft Movie Maker to learn how to edit your clips together.

7



BUTTONS

Earn buttons for every project you do.

Send in a project description along with photos and the number of club members that took part. We will send up to 30 buttons/project.

LEVEL ONE

For each project, your club will receive two buttons.

- One for the type of animal (wild, farm or companion) that your project was about.
- One for the type of project (video, petition, display, poster, fundraiser or letter writing campaign). For example, if you do a display on cage free eggs, you will get a farm animal button and a display button.

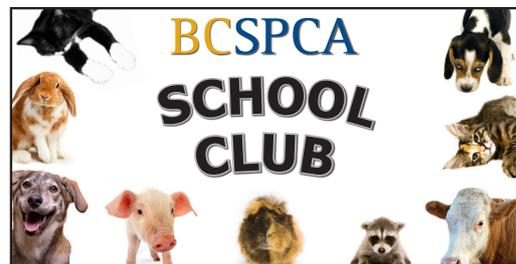


LEVEL TWO

If you do three different types of projects (poster, display, petition, video, fundraiser or letter writing campaign), you will receive an official BC SPCA School Club banner.

For each project you must include:

- photos of the project
- project description
- number of members working on each project
- school name and address
- date of project



MISSION ACCOMPLISHED CERTIFICATES

School/Club Name: _____

Address: _____

Contact phone number: _____

Contact email: _____

Date of project completion: _____

Project Description (include details of location, audience, etc. if applicable) _____

Type of animal you focused on: Companion (pet) Wild Animals Farm Animals

Photos:

Attach photos of your project to your email. High resolution photos are preferred. Get photo permission (see page 19) for all people pictured in the photo if you want it to be used in publications or on our website.

Number of people that worked on the project: _____



REGISTER YOUR CLUB

School: _____ Address: _____

Phone Number: _____

Club Name: _____

Club Advisor: _____ *Club Advisor Email: _____

Number of Club members: _____

*Club Advisors will be signed up for e-Teacher, our educators newsletter, which includes a monthly school club tip.

PHOTO PERMISSION FORM



By checking here, I give the BC SPCA permission to use photos of my child, for use in BC SPCA publications (such as Bark! magazine, AnimalSense magazine, promotional brochures, e-newsletters, website, Facebook, etc.). By my signature, I acknowledge that I am of full age and have read this release and have voluntarily accepted it.

DATED at _____, British Columbia, on _____

Guardian Signature: _____

Please Print Name: _____