Our Mission

• Elect candidates who support animal protection
• Lobby for stronger laws to stop animal cruelty
• Hold elected officials accountable to humane voters
WHY ESHV IS DIFFERENT FROM A CHARITY

• Central clearing house for candidates that earn our Paw of Approval
• Can endorse candidates
  • Questionnaires
• WE GET OUT THE VOTE!
• Hold elected officials accountable with a scorecard
• Support elected officials when they need it the most
• Unrestricted lobbying – We can be IN the building all the time!
• 501c4 tax status = best investment for animals
• By the people, for the animals: Which issues matter to you?
Potential Legislation

• Backyard confinement of pets in extreme weather (Int 1365)
• Cosmetic testing on animals
• Exotic animals in the circus (Int 1233)
• Humane education
• Horses
• Protecting Rights of Tenants With Pets (Int 506)
• Meatless Monday (Reso 551)
• What issues matter to you?
Building Our Machine

• Changing the standard for what it means to be an animal advocate
  • Changing own mindset and of others in the community to be constantly focused on
    recruitment

• Recruitment, recruitment, recruitment
  • Anyone who cares about animals being treated with kindness is welcome here.
  • Tabling
  • House parties
  • Homework: list everyone you know!

• District Captains
• Voter registration drives
• Targeted, smart petitioning
• Trainings on civic engagement
• Recruit and train advocates how to run for office
2013 City Council Elections: Tiny Margins of Victory

• Donovan Richards District 31 (Queens) special election – won by 79 votes
• Paul Vallone District 19 (Queens) – won by 144 votes over Teamster candidate
2017 City Council Open Seats: Up For Grabs For Animals

- Rosie Mendez (District 2) Manhattan
- Dan Garodnick (District 4) Manhattan
- Council Speaker Melissa Mark-Viverito (District 8) Manhattan/Bronx
- James Vacca (District 13) Bronx
- Annabel Palma (District 18) Bronx
- Darlene Mealy (District 41) Brooklyn
- Vincent Gentile (District 43) Brooklyn
A Few More Lobbying Tips

- Constituent calling IS NOT ENOUGH!
- Represent a crew bigger than you
- “May I count on your vote?”
Rethinking What It Means To Be An Animal Advocate

• Day to day
  • Read what your elected officials and lobbyists read
    • Subscribe to City and State “First Read” at http://cityandstateny.com/first-read/
    • Subscribe to Gotham Gazette “The Eye Opener” at http://gothamgazette.com/

• Strategic targeting – what is the best use of you time?
  • Circus example
Rethinking What It Means To Be An Animal Advocate

• Become a political insider
  • Join your democratic club
  • Attend fundraisers for candidates – cheap and good bang for your buck
  • Join community board and attend community board meetings
  • Get a job with an elected official
  • Volunteer for a campaign
  • Go to block association meetings
  • Civic engagement beyond animal protection
  • Run for office
Social Media

Good tweet:

@DarleneMealy I'm a voter in district 41 on Jefferson Ave, and I respectfully urge you vote for Intro 1234 to protect urban wildlife.

📍Brooklyn, NY

Bad Tweet:

Why hasn't NYC banned the killing of geese yet? @DarleneMealy

📍Brooklyn, NY
Reading List

• “Get Political For Animals And Win The Laws The Need” By Julie Lewin
  • Then pass it to a friend and tell your friends on Facebook about the book
  • Order at nifaa.org

• “Rules For Radicals” by Saul Alinksy

• “Organize For Social Change” by Midwest Academy
JOIN OUR PACK

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Instagram @empirestatehumanevoters