



EMPIRE STATE

HUMANE  
VOTERS



**Board of Directors**

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# 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 out 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:

●●○○○ AT&T 12:59 AM 27%



@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

    7 






## Bad Tweet:

●●○○○ AT&T 1:13 AM 25%

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

📍 Brooklyn, NY

    78 

# 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](http://nifaa.org)
- “Rules For Radicals” by Saul Alinsky
- “Organize For Social Change” by Midwest Academy

## JOIN OUR PACK

Email alerts and donations: [ESHV.org](http://ESHV.org)

[Facebook.com/empirestatehumanevoters](https://www.facebook.com/empirestatehumanevoters)

Twitter [@nyvoteshumane](https://twitter.com/nyvoteshumane)

Instagram [@empirestatehumanevoters](https://www.instagram.com/empirestatehumanevoters)

