

GENERAL TOOLKIT

#AnimalWelfare



WORLD
ANIMAL
DAY

OCTOBER 4

ALL THE
INFORMATION YOU
NEED TO HAVE A
FUN-FILLED WORLD
ANIMAL DAY!

worldanimalday.org.uk

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ABOUT WORLD ANIMAL DAY

#TakeAction

World Animal Day recognises our unique relationship with animals and acknowledges the ways in which they enrich our lives.

It's also an opportunity to raise awareness of animal welfare issues and speak up for defenceless animals, who have no voice of their own.

Every year, a wide variety of [events](#) are organised around the globe under the World Animal Day umbrella.

Other toolkits

Separate event toolkits are available on our [resources](#) page for:

- World Animal Day Ambassadors
- Animal welfare organisations
- Children

There's also a Social Media Toolkit – get involved online too!

A brief history of World Animal Day



The idea of World Animal Day was originated by Heinrich Zimmermann, a writer and publisher who was born in Warsaw, Poland but moved to Berlin, Germany.

He organised the first World Animal Day celebration on 24 March 1925 in Berlin, when 5,000 people attended!

In 1929, it was moved to October 4, the feast day of Francis of Assisi (the patron saint of ecology, including animals).

Every year, Zimmermann worked tirelessly on the promotion of World Animal Day. Finally, in May 1931, at a congress of the world's animal protection organisations in Florence, Italy, his proposal to make World Animal Day on October 4 universal was unanimously accepted.

Today, World Animal Day is celebrated in many ways around the globe!

It is now coordinated by [Naturewatch Foundation](#), a UK-based animal welfare charity.



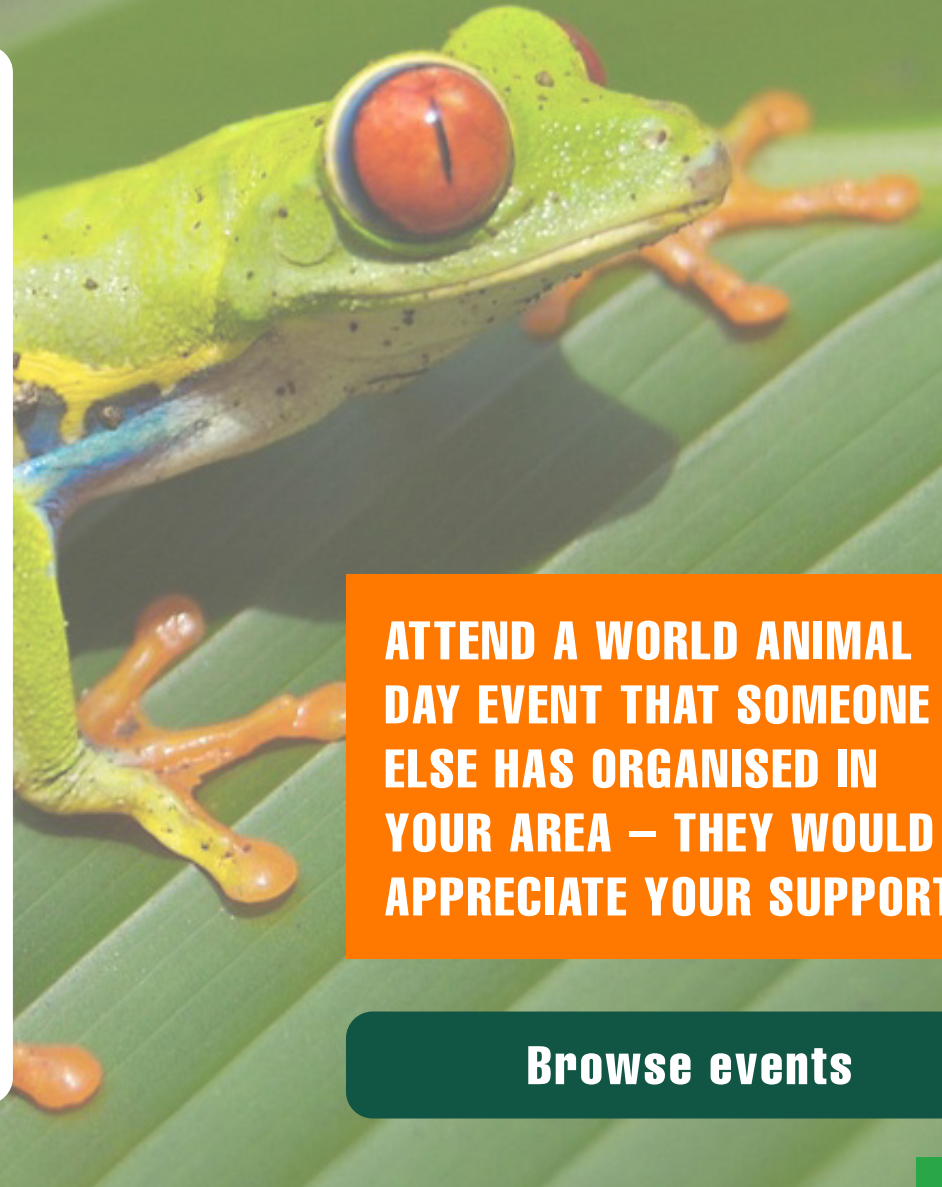
Who can take part in World Animal Day?

#TakePart

World Animal Day is for everyone, with no regard to nationality, religion, faith or political ideology.

Everyone can get involved and make a difference for animals!

- **Individuals:** You might not be part of a large organisation or workplace but try asking around – some of your friends and family might be happy to join you in planning an activity!
- **Sports clubs:** You're in an ideal situation to organise a fun athletic event and recruit other club members to help – get competitive on October 4!
- **Workplaces:** whether you're a huge international powerhouse or a small local business, show your team (and customers) that you're a kinder company.
- **Veterinary practices:** Being on the frontline of animal welfare, October 4 is a great opportunity for veterinary staff to engage with people in the local area and promote good habits regarding animals.
- **Community groups:** Encouraging compassion for animals with neighbours and other local people could help make your community a kinder, friendlier place to live.
- **Universities and colleges:** Students are well known for their exciting fundraising activities – the options are endless! Why not choose an animal welfare organisation to support for the whole year?



ATTEND A WORLD ANIMAL DAY EVENT THAT SOMEONE ELSE HAS ORGANISED IN YOUR AREA – THEY WOULD APPRECIATE YOUR SUPPORT!

Browse events



worldanimalday.org.uk

ADD AN EVENT TO THE WEBSITE

#Events

Why add your event to the World Animal Day website?

- Using the World Animal Day branding and logo (alongside other relevant logos) effectively ties all events, together. It shows the world that we're united for animals.
- We'll share your event on our social media channels, bringing additional online attention to your activity.
- You'll inspire others to add events too, either this World Animal Day or next October 4!

Free flag and bandana

We'll offer a **free** 5'x3' World Animal Day logo flag and a dog bandana to everyone who adds their first [event](#) to the website around October 4!

Use your flag and colourful bandana to help promote your activity.

(Make sure you add your event early, so we can get them to you in time!)



How to add your event

You will need the following information to [add your event](#):

- Event Name
- Event Description
- Start Date
- Start time / end time
- Country
- Contact Name
- Contact Number
- Email
- Venue
- Organiser

There will also be an option to include one of our curated images and your social media accounts.

Submit an event

Did you know?



World Animal Day has **over 90 Ambassadors in over 70 countries** – they're all dedicated to making the world a better place for animals.

Show your support for their work by following them on social media.

You'll find more details on our [Ambassador](#) pages.

This year's theme

What's this year's World Animal Day theme? You'll find it on our [home page](#) in the 'What's happening around the world?' section.

Win a logo pin!

Enter our annual competition to suggest the **next** World Animal Day theme!



We'll share details of the contest on our social media channels and in our occasional email updates ([sign up here](#)).

WHY DO ANIMALS NEED YOUR HELP?

#AnimalAbuse

Wherever you live in the world, animals of all species are at risk of neglect, cruelty and exploitation.

From dogs used indiscriminately for breeding, to donkeys burdened with massive loads, and marine animals tangled in discarded plastic, the issues are immeasurable.

Animals can't speak up for themselves. But you can.

Will YOU be their voice?

World Animal Day is your chance to join welfare advocates worldwide and stand up for animals. It's the **only** day of the year that is dedicated to **all** animals and their well-being.

Of course, we believe that every day should be World Animal Day, but drawing worldwide attention to welfare issues on October 4 is a huge step in the right direction.

On the next two pages, let's look at just some of the experiences suffered by animals around the globe...

(The following is a general overview of animal welfare issues worldwide – some situations might not apply to all countries.)



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Animals used in tourism and entertainment

- Forced into unnatural behaviour and interactions
- Killed during animal fighting, including bullfighting, bull running, dog fighting, cock fighting etc.
- Subjected to inhumane training methods
- Drugged to increase compliance
- Loss of dignity
- Deprived of natural habitat
- Restrictive living conditions
- Overwork
- Injury
- Wild capture



Companion animals

- Selective/illegal/intensive breeding
- Smuggling
- Pet theft
- Abandonment
- Neglect
- Full shelters
- Stray dog and cat management
- Animal-human conflict
- Rabies and other diseases
- Cruelty/abuse

Animals used in experiments

- Suffering/pain/fear/death
- Deformities/disease
- Neglect
- Inadequate enrichment
- Socially isolated
- Overbreeding
- Insufficient transparency regarding conditions
- International transportation
- Wild capture
- Low chance of rehoming





Farmed and working animals

- Fur farming
- Selective breeding
- Mutilations – tail docking, teeth clipping, beak trimming etc.
- Neglect – no shelter, water, etc.
- Inadequate nutrition
- Cruelty / abuse
- Lack of enrichment
- Overworking / overloading
- Insufficient veterinary care
- Live transport
- Slaughter conditions

Wild animals

- Hunting
- Wildlife trade/smuggling
- Invasive species introduced by humans
- Pesticides/pest control
- Habitat loss
- Drought
- Floods
- Bush fires
- Disease
- Wildlife-human conflict



Marine animals

- Pollution/plastic pollution
- Hunting
- Bycatch
- Overfishing
- Oil spills
- Ocean mining
- Habitat destruction
- Noise pollution
- Vessel collisions
- Ocean acidification



GET AN IDEA

#EventIdeas

You might not be part of a large organisation or workplace but try asking around – some of your friends and family might be happy to help you!

We're sure you can come up with your own unique activity ideas, but here are some event suggestions to get you started.

Creative events

- If your local laws allow it, earn cash donations by busking – try and include a few animal-related tunes in your repertoire!
- Do you enjoy art? Offer your skills to a rescue shelter by creating quick portraits of animals who have been adopted from their centre – either the first families to apply, or the highest bids. Or use your creative skills to create works of art, in aid of a local rescue centre.
- Organise a 'knit and natter' session with friends – why not create dog coats or blankets for an animal shelter? (Check if they need them first! If not, you could sell them to raise funds for the centre.)
- Do you work with groups, for example, in a school or retirement home? Buy blank greetings cards, with envelopes, and ask your group to decorate cards to sell for an animal welfare charity. A local café or other business might be willing to display them, or you could sell them on social media.
- Good at singing? (Or not?) Host a karaoke session and charge a small fee for entry.
- Approach your friends and family who have specific skills and ask them to take part in a series of online tutorials, which you would organise. It could be anything from yoga to cookery to art! Ask 'students' for a small fee in aid of animals.
- Create a wildlife area, either in your own garden or somewhere else you have permission to build a habitat for insects or small animals.



Keep your event animal-free



Please do not use real animals as part of your event, unless the activity directly improves their welfare, e.g. exercise, adoption, spaying/neutering, vaccinating etc.

Active events

- Litter is a huge threat to animals worldwide. Organise a litter pick in your area – take before and after pictures to show what a difference you made! (You might need permission from the landowner.)
- Hold a ‘dance marathon’! Find a good venue and make sure you have plenty of drinks and some snacks. You could form teams – at least one member must always be on the dance floor. Funds could be raised through sponsorship. (The winners will be the dancers with the most stamina, not the best moves!) Read about [dance marathons](#).
- Throughout October, volunteer to walk dogs for friends, family and neighbours. Ask them to make a small donation to your favourite animal welfare charity.
- Offer to wash cars or mow lawns in your neighbourhood, in return for contributions.
- Do you belong to a gym? Get everyone involved and complete a specific workout every hour, on the hour, for a specified period. Your ‘Workout of the Day’ could be sponsored, in aid of an animal welfare charity.
- With your employer’s permission, hold a mini-Olympics at work during September, with various fun events. List the challenges and participants’ progress on a leader board. ‘Sports’ could include a three-legged race, egg and spoon race, sack race, shooting hoops, darts etc. Employees could pay an entry fee, with a novelty prize being awarded to the overall winner.
- Run or walk a total of 50km (or miles) throughout September, recording your progress on Strava or a similar app.

Other toolkits

These ideas are aimed at general audiences – individuals, businesses, clubs, community groups, students and anyone else who would like to speak up for animals on October 4.

If you work in **animal welfare** or **with children**, please check out the other toolkits on our [resources](#) page.

Other events

- Spend a specified length of time in a dog kennel at a local animal shelter. Alternatively, get a local personality or businessperson to take part, asking them to raise a target amount for charity before being released.
- Everyone loves a bake sale! Sell different cake varieties at work, school or anywhere else. This would involve a lot of baking so you might need to recruit some friends! Tip: make super-easy vegan cakes by mixing a fizzy drink with a well-known packet of cake mix – cola works great in chocolate cake and cream soda is tasty in vanilla sponges!
- Contact an animal welfare organisation and offer to host an information stall.
- Organise a charity fundraiser, like a coffee morning or garage sale. Or attend a car boot event with your unwanted belongings. From your earnings, donate a percentage to charity.
- Ask local businesses to donate a small prize and sell or auction them online, mentioning the donors to help promote their companies.
- Organise a live stream video gaming session for 24 or 48 hours (using a service like Twitch or YouTube).
- Host an in-or virtual pub quiz with friends and family, with at least one round of animal-related questions. Charge a nominal entry fee in aid of charity, or the non-winners could make a small donation.

GETTING ORGANISED

#AnimalsNeedYou

The thought of organising an event in your area might seem daunting, but animals need you! We've included some tips below to guide you. And don't forget, it doesn't have to be a huge, public activity – small events are welcome too!

Once you decide that you want to hold a World Animal Day event, the months will pass like days so start planning early!

A few points to consider

- Check if any other events are being held on the same day in your area. If an activity clashes, choose a different day so that you don't lose your audience.
- Hold a brainstorming session with anyone who's helping and agree on task allocation.
- If you want to support a shelter or animal welfare organisation or shelter, contact them first – always let them know about any events being held on their behalf. They might have suggestions on how to make it work.
- Don't be afraid to ask an expert for advice.
- Ask permission from the local authorities well in advance. You might even need agreement for litter picking, depending on who owns the land.
- Keep an eye on the 'countdown clock' on the World Animal Day [home page](#) to check how much time you have left to get organised!



Larger events

If you're organising a bigger, public event, you might also need to think about the following:

- Risk assessments
- Insurance
- Signage
- Parking/attendants
- First aid
- Toilet facilities/cleaners
- Staff/volunteers
- Venue capacity and restrictions
- Access and facilities for people using wheelchairs
- Equipment and generators (borrow or hire)
- Entertainment licensing, including public film screenings and music
- Regulations regarding food preparation, storage, serving, labelling
- Litter picking and waste disposal
- Publicity (see page 14)

In your area

The above lists are not exhaustive – legislation and guidance will vary by country.

Check online to find current advice on organising an event in your area.

PROMOTING YOUR EVENT

#BeTheirVoice

The biggest issue with any public event is not having enough attendees. Don't let your hard work be in vain – it's essential to 'sell' your event to as many people as possible. And don't leave it too late, or they might have made other plans for the same day!

- Advertise your event regularly, then increase its promotion during the week leading up to the activity.
- [Submit your activity](#) to our [events](#) page. You'll find details of how to add an event on page 5 of this toolkit.
- If you're holding a public event, write an engaging press release. Send it to local newspapers, radio stations, clubs, relevant groups, and anyone else you can think of who will be able to help you promote your event. You can find an overview of World Animal Day on the [about us](#) page.
- Invite a 'personality' to open your event. You don't have to recruit a big movie legend – maybe the mayor or a local sports star. This would provide the media with a good photo opportunity.
- Contact the editor of community newsletters and ask them to include information about your event.
- Do you have community notice boards in your area? Find out who controls them and ask if you can include your event.
- Display flyers at veterinary clinics, pet shops, dog training clubs, kennels and catteries, rescue centres, vegan/vegetarian cafés and restaurants etc. Also ask local shops to display your signs.
- If you're at college or university, do you have a student radio station? Ask them to share your event with listeners.
- Create an event on your social media pages. If you have a budget, try boosting the post to reach a wider audience.
- If you are raising awareness or funds for an animal welfare organisation, ask them to share your event on their own social media channels and in other areas.
- Ask other related groups to advertise your event on their social media channels.

We can help!

Don't forget to use the World Animal Day logo at every opportunity. It's available in [various languages](#).

After your event is on the website, we'll share it on our channels! Don't forget to use the #WorldAnimalDay hashtag and tag us in your posts:



Facebook:

[@WorldAnimalDayInternational](#)



Twitter:

[@worldanimalday](#)



Instagram:

[@worldanimalday](#)



LinkedIn:

[@world-animal-day](#)

Social media recourses

If you would like to help raise awareness of World Animal Day on October 4, and throughout the year, you'll find plenty of useful resources in our Social Media Toolkit.

You'll find graphics, Twibbons and more on our [resources](#) page.



MAKE EVERY DAY WORLD ANIMAL DAY!

YOU CAN'T HELP EVERY ANIMAL, BUT YOU CAN HELP EVERY DAY

#HelpingAnimals

World Animal Day draws global attention to animal welfare issues on October 4, which is fantastic.

However, from small to large, animals need our help and support year-round...

- Provide water for wildlife in your garden or on your balcony.
- If you aren't meat-free already, try going vegan or vegetarian.
- Treat your own furry, feathered or scaly friend – make the day special for the animals in your life.
- Offer to help out at a local animal shelter. Or even better, volunteer your services on a long-term basis, not just on October 4.
- Make a collection amongst your friends for a rescue centre – they often need food, bedding, toys and feeding equipment.
- Set up a Facebook fundraiser in aid of an animal welfare organisation. Ask people to donate the price of a gift, or card to your fundraiser.
- Sign petitions that aim to stamp out animal cruelty. Share them on your social media pages to raise awareness and increase support.
- Sponsor an animal or rescue kennel by making a small monthly donation. Do plenty of research to find the right organisation.



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AFTER WORLD ANIMAL DAY

#YouDidIt

Many individuals and organisations participate in World Animal Day on an annual basis, and their commitment is appreciated.

If your first event doesn't go exactly according to plan, don't be discouraged from taking part again next year! This time, you'll gain valuable experience and resources. You'll also make contacts that will help make it run more smoothly next time.

After your event has taken place:

- Post some great photos of your event on your own social media channels and tag World Animal Day HQ so that we can share your update. Our social media details are on page 15.
- If you were fundraising for an animal welfare organisation, work out your profits and give them to the recipient charity as soon as possible after the event. You could ask the local press to cover this with a photograph of you handing over the cheque. (Don't forget to tell them that your event was for World Animal Day.) Make sure your attendees know how much money you raised too!
- Give yourself an honest assessment of your event and ask your team for their input. Write a short report reflecting on both the good and not so good, noting any changes to make for the next time.
- Send a letter of thanks to the venue, speakers, special supporters, sponsors, VIP visitors and individuals or companies that donated services or equipment etc. Make sure they know how valuable their support has been.
- Don't forget to give yourself and all your team a pat on the back –you did it! You got involved for animals: you got involved on World Animal Day.
- Finally... start making plans for next year!

Together, we will make animal welfare the priority it deserves to be.

World Animal Day HQ

Questions?

If you have any queries about World Animal Day, please get in touch:

info@worldanimalday.org.uk

Join our mailing list for occasional news from World Animal Day HQ:

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