



^{NOT}
i'm ^lovin' it

McDonald's Campaign ToolKit



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McDonald's Campaign Overview

What is the 88% Campaign?

Annually in the US, over 10 billion farmed animals are raised and slaughtered for their meat. Roughly 88% of these animals are meat chickens, or as they're known in the industry, broiler chickens. Not only do these animals suffer in the greatest numbers of any land animal on Earth, the intensity of their suffering is severe. These billions of individuals live short, brutal lives, punctuated by painful, horrific deaths. At The Humane League, we believe it is our duty as animal advocates to change this.

On September 27, 2016, THL and our network of activists nationwide set out on our most ambitious campaign yet - [the 88% campaign](#) - the first ever major effort to provide sweeping protections for broiler chickens. Within a few months, we won our first campaign against Aramark, one of the largest foodservice companies on Earth. Within a year, over 80 major food companies had committed to our broiler chicken welfare policy, including Subway, Sonic, Campbell's Soup and Compass Group.

Why McDonald's?

On October 27, 2017, after several months of dialogue and increasing pressure from THL and other animal protection organizations, McDonald's issued a public broiler chicken welfare policy. Unlike McDonald's competitors, McDonald's policy fails to meaningfully address several important welfare issues. In McDonald's supply chain, chickens raised and killed for their food are:

- Forcefully bred to grow so large, so fast that they may literally become paralyzed under the weight of their own enormous bodies. If humans grew at a rate similar to McDonald's chickens, they would weigh 660 pounds at just two months old.

- Forced to live in overcrowded, dark, disgusting barns, unable to express their natural behaviors, many suffering from painful conditions including horrible ammonia burns on their chest and legs.

The Humane League's Ask

We are asking McDonald's to make common-sense changes in its supply chain that will meaningfully address the worst abuses suffered by chickens. These new standards would simply require that McDonald's source chickens that do not grow so overwhelmingly fast that they suffer from debilitating diseases and deformities. We also require that chickens be able to express their natural behaviors, by providing them with more space and basic enrichments in their barns including perches and pecking objects. (*see our [campaign website](#) and [campaign talking points](#) for more information*)

A Historic Campaign For Farmed Animals

In our mission to help the billions of chickens raised for meat in our country, we are at an impasse. This empty gesture can't be allowed to stand, not when nearly 8 billion chickens are being tortured each year, and McDonald's has the ability to change this. As one of the most influential food companies in the world, a truly progressive animal welfare policy from McDonald's will shape the entire industry. Once McDonald's commits to our broiler welfare standards, it will open up the doors not only for hundreds of their peers and competitors to follow in their footsteps, but it will force chicken producers like Tyson and Pilgrim's Pride to reevaluate the way chickens are treated on their farms.

Ultimately, a policy from McDonald's will lead to a complete overhaul of the American chicken industry, dramatically transforming the lives of billions of animals annually. It's time for McDonald's to change.

We need YOUR help!

This is where you come in. It's up to us to convince McDonald's to use its power for good! Consumers hold a tremendous amount of leverage over the food industry and when you all come together to speak up for animals, companies listen! This is why McDonald's is terrified of its customers finding out the truth about the animal abuse it supports. So that's exactly what we need your help to do! We want to make sure that McDonald's knows that consumers care about this issue, that they won't be misled by its subpar policy, and that consumers are taking action in cities all across the country.

This is going to be a long fight, and we are going to need all the help we can get to build and sustain pressure on McDonald's and ultimately win this monumental battle for animals.

We are confronting one of the largest and most powerful companies in the world so sustaining pressure on McDonald's throughout the entirety of the campaign is crucial. There are countless ways that you can get involved throughout the duration of the campaign. Actions range from quick online options to more in depth projects like adopting a local McDonald's. The purpose of this guide is to walk you through the list of opportunities and provide you with the necessary tools and instructions for completing the actions. Even if you are able to spend just 10 minutes per day or each week participating in these actions, you will have a tremendous impact on the success of this campaign and ultimately the lives of billions of chickens.

Not sure how to get started or have questions about [reporting your actions](#)? No problem! Your contact at The Humane League is here to coach you through the actions!

Online Actions

ACTION #1:

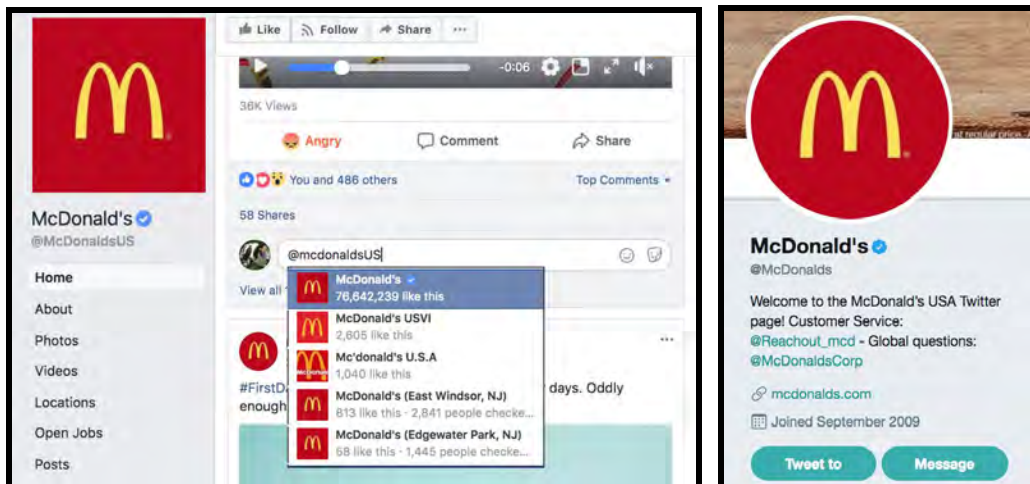
Post on McDonald's Social Media

Social media is a powerful tool for reaching a wide and varied audience with our message of compassion and for exposing the types of cruel and unnecessary animal abuse that McDonald's supports. While it's important to share campaign updates and resources with our networks, it's also crucial that we reach McDonald's consumers. We can do this by posting on McDonald's social media accounts on a regular basis, whether that be once a day or even just once a week - every post has the potential to reach dozens or more consumers!

GET STARTED: First you'll need to draft your comment. We've provided a couple of template comments below for inspiration. Keep in mind that the more unique your comment is, the more authentic and compelling it will look to McDonald's and its social media visitors. Once you have your comment ready to go, it's time to get posting! McDonald's most popular social media accounts are linked below, so just copy your comment, click one of the links, paste your comment, and repeat on the next platform. That's it!

FUN TIP: A simple way to increase the effectiveness of your comments is to tag the company in your comments, which sends the page a notification about your comment. To do this, you'll first need to find the company's tag. You can usually find this information at the top of the page near the company's profile (see photos below for reference). Tags start with the '@' sign. (For example McDonald's Facebook tag is @McDonaldsUS) To activate the tag in your comment, click the end of the tag and a menu of options should pop up for you

to choose from. Click the Facebook page you want to link and then you are done! Tags will show up highlighted in blue.



SOCIAL MEDIA LINKS

Facebook:

→ <https://www.facebook.com/McDonaldsUS>

Twitter

→ <https://twitter.com/McDonalds>

→ <https://twitter.com/mcdonaldscorp>

Instagram

→ <https://www.instagram.com/McDonalds/>

→ <https://www.instagram.com/mcdonaldscorp/>

YouTube

→ <https://www.youtube.com/user/mcdonaldscorp>

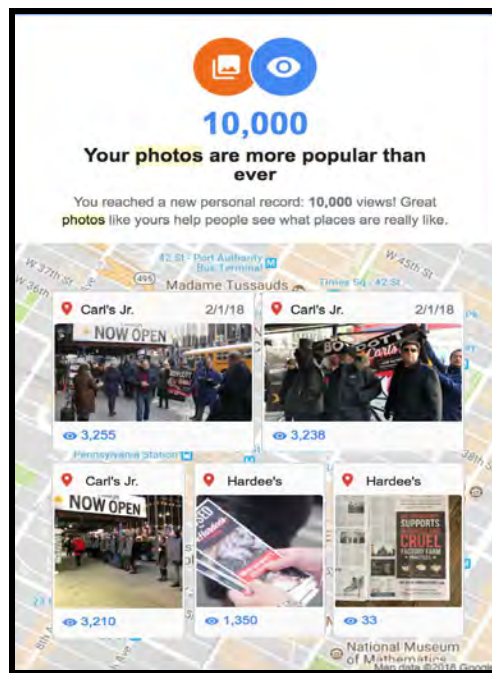
EXAMPLE COMMENT

@McDonalds, as one of the most influential food companies in the world, you have the power to impact the lives millions of animals. Please do the right thing and meaningfully address the animal cruelty in your chicken supply chain!
#ImNotLovinIt

ACTION #2:

Leave McDonald's a Review

There are several platforms that allow consumers to leave a review and voice their opinion about their experience with companies. Leaving reviews is a great way to spread awareness of the campaign to McDonald's customers and to get our campaign images more accessible and available online for all to see. Just one review can reach thousands of people!



GET STARTED: Writing a review on Facebook, Google, and through McDonald's Customer Service is quick and easy! (For a more detailed description of how to leave Google and Facebook reviews, [reference this document.](#))

Google Reviews

Ideally Google reviews should be made after you have leafleted or have been

a part of a protest outside the restaurant. Reviews will most likely be deleted if your review appears to lack an “actual experience” at the store.

1. You will need a Google account to do this action. If you don't have one go to gmail.com to get one started. Before moving on to the next step, make sure you are logged in to your google account.
2. Using Google's search engine, google the McDonald's location's address. A sidebar with more information about that location will pop up.
3. Click the “Write a Review” button, underneath the photos section.
4. Write your review! Include any photos you have relevant to the campaign and that location in particular.
5. Be sure to “like” others that have left reviews as well by clicking the thumbs up button under the review. The more thumbs up a review gets the higher it stays on the Google search and the “more helpful” it is marked as.

Facebook Reviews

Facebook is a great place to leave a review for a company. Not only will it show up on the McDonald's Facebook page, sharing the campaign with McDonald's consumers, but it will also impact the page's overall rating. Keep in mind that McDonald's main Facebook page does not allow reviews so you will need to leave your review on a local restaurant page (Example:

<https://www.facebook.com/McDonalds603CassSt/>)

1. Sign in to your Facebook account
2. In the search bar, type in 'McDonald's + your city name (For example: McDonald's Philadelphia)
3. Choose the page for a location near you
4. In the left menu bar, choose the 'Review' tab

5. Then choose a one star rating and enter your comment, explaining why you are giving McDonald's a one star. Links will not be clickable in your description so if you are including one, keep them short and easy to remember. (Example: ImNotLovinIt.com)
6. Be sure to "like" others that have left reviews as well by clicking the thumbs up button under the review. The more thumbs up a review gets the higher it stays on the Google search and the "more helpful" it is marked as.

Contact McDonald's Customer Service

It's important that McDonald's hears from you directly so in addition to leaving public reviews, you can send feedback straight to the source using McDonald's online customer service contact forms.

1. Go to one (or both!) of McDonald's customer service websites
 - a. [Restaurant inquiry form here](#)
 - b. [General Feedback form here](#)
2. Fill out the necessary information and explain why you are unhappy with the cruel practices McDonald's supports.
3. Click submit!

EXAMPLE COMMENT

I will no longer be visiting this or any McDonald's locations after learning about the horrible animal cruelty that McDonald's supports. The factory farms that McDonald's sources its chickens from grow the chickens so large that many are crippled and forced to lay in their own waste causing burns on their bodies. This is unacceptable, McDonald's!

ACTION #3:

Taking Boycott Photos

A picture is worth a thousand words and that's why exactly why we utilize photos in the campaign. A photo of you holding a boycott sign is an effective way to show your support for a cause and to send McDonald's leadership a strong message you want McDonald's to take this issue seriously and address the animal cruelty it supports.

GET STARTED: Just print [one of these 'Boycott McDonald's' posters](#) and take a selfie of yourself holding it with a stern and unwavering face. Amplify your impact by getting your friends, family, and coworkers to hold it up for a quick picture!



ACTION #4:

Phone Banking

Making phone calls provides an important opportunity to speak directly to McDonald's employees about the issues, creating chaos at every level and ensuring that every single McD's employee knows about the campaign.

GET STARTED: We'll be using the program PhoneTogether to carry out our phone banking efforts throughout the campaign. The program makes phone banking simple, easy, and productive.

1. To get started, click this phone banking link:
<http://phonetgether.com/campaign/mcdonalds-phone-banking>
2. Next you will need to sign in to the program. If you have used the program before, you can just log in. If this is the first time, you'll need to set up a new account using an email address or one of your social media accounts.
3. Get familiar with the program - Once you log in, you'll see contact information on the left hand side of the screen; this is where you will see information about the person you should call. On the right side of the screen you will see a series of scripts to guide your conversation. I recommend reading through the script to familiarize yourself with the options.
4. Once you are comfortable with the layout and the script, you can get started making phone calls! Simply plug the contact information displayed into your phone and chat away! After your call is over type any notes from the call in the 'Call Notes' section and click 'Submit'.
5. Once you have submitted notes from your call, a new contact will pop up in the left hand corner and you will be all set to continue making calls!

ACTION #5:

Emailing McDonald's Leadership

Sending emails is a great way to voice your opinion and share campaign information, photos, and links with McDonald's decision makers. Even if you send just one email a day or even one a week, you will play an important role in keeping the issue on the minds of McDonald's leadership.

GET STARTED:

1. Choose an email address from the "Emails" tab in [this spreadsheet of McDonald's contacts](#) to get started.
2. Draft your email. Consider tying in the employee's role at McDonalds, any personal connections or stories you have or had about experiences at McDonald's or even a photo of you with a boycott poster. The more authentic your email looks, the more likely the employee will read it and be inspired to take action.
3. Click send and add your initials and any notes about the email in the next available 'Sent' column next to the contacts name. Notes could include if your message was blocked, or the email bounced, or if they responded to you.
4. Choose another email address and repeat!

EXAMPLE EMAIL

Dear Mr./Ms. _____, I am a participant in a growing movement of concerned consumers who are advocating for higher welfare standards for the millions of chickens in McDonald's supply chain. As a leader at one of the most influential companies in the world, your input would be hugely influential in generating action on this important issue. Please take this opportunity to improve your policy and adopt comprehensive and measurable chicken welfare improvements throughout McDonald's supply chain. Sincerely, YOUR NAME

ACTION #6:

Writing Letters & Postcards

Letter writing has virtually become a thing of the past as the use of email has grown in popularity over the years. And while emails are quick and easy way to reach dozens or even thousands of people in mere seconds, they don't have the personal touch and dedication that handwritten mail has. Spending the time to pull out a piece of paper (or purchase a postcard for an added touch of uniqueness), and physically write your message showcases your care, commitment, and devotion to the cause that emails just can't do. So let's get writing!

GET STARTED:

1. To get started writing your letter or postcard, you'll first need to choose who you would like to send it to. You can find a [list of McDonald's employees and their addresses in this spreadsheet](#) under the "Mailing Addresses" tab.
2. Once you have a contact chosen, write away! Consider tying in the employee's role at McDonalds and any personal connections or stories you have or had about experiences at McDonald's. The more unique and authentic your letter looks, the more likely the employee will read it and be inspired to take action.
3. You can reference the information in the introduction of this guide or check out our [88% campaign fact sheet](#) and the [McDonald's campaign website](#) for talking points.

ACTION #7:

Submitting Letters to Your Local Newspaper

Submitting letters to your local newspaper(s) is a great way to spread awareness about the issue with your community, garner public support for the campaign, and start a larger conversation about the animal cruelty in McDonald's supply chain. It is also a great way to show McDonald's that consumers care and are taking actions to hold McDonald's accountable.

GET STARTED: Writing letters to your local paper can feel like a daunting project but we are here to help you through the whole process! Reach out to your contact at The Humane League and let them know you are interested in taking on this task. They will be able to debrief you on the project and guide you through each of the steps outlined below.

1. Letters to the editors are shorter opinion pieces that are typically less than 200 words long - around 150-175 words is ideal.
2. Letters are more likely to be published when they are in response to a specific and recent article or a national event or news story. So the first step in preparing to write a letter to the editor is to scope out your local newspapers for articles about McDonald's or mentions of McDonald's. If you find one, share it with your THL contact and they will work with you to create the best way to tie in your messaging in with the article's topics.
3. Once you have found an appropriate article to respond to, you'll want to start writing your letter. Here are a few tips to keep in mind:
 - Avoid using an accusatory tone or inflammatory language that is excessively negative. Instead, you can try to provide a storyline about the issue that offers a solution. Present a problem and explain how it can be fixed (what the reader can do to take action) or what THL is doing to fix it.

- If you have any expertise relevant to the topic you are writing about, be sure to mention it. Don't be afraid to make your letter personal.
 - Be sure to tie in the local angle; explain why this issue matters to your community.
4. When you are ready to submit your letter be sure that you have the right contact at the paper to submit it to. You can typically find this contact on the opinion page, with the published letters, or with a simple google search such as "Letter to the editor Chicago Tribune." Some newspapers will have contact forms while others may ask you to email your letter directly to the editor so be sure to read the instructions for submitting your letter carefully.
- When emailing, provide your full contact information at the end of the letter. That includes full name, street address (home or business), phone number, and email address. Aside from your name, city, and state, this information will not be published.

TIP: Your THL contact has valuable resources to assist you in the writing process so before diving into the project, please check in with them.

On The Ground Actions

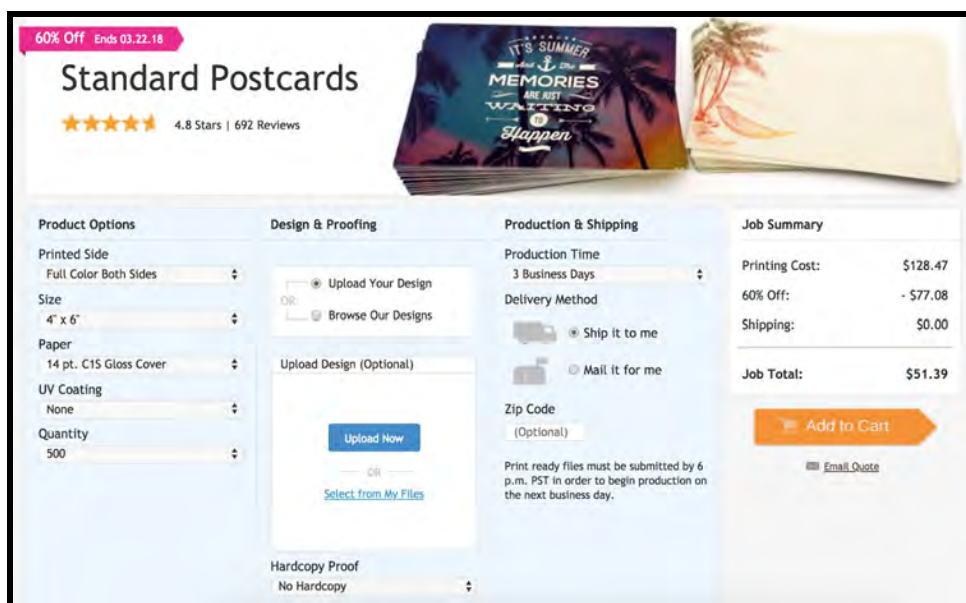
ACTION #1:

Handing out Literature

Distributing campaign literature is an effective tool to spread awareness about the campaign with consumers and provide an opportunity for consumers to get involved with the campaign.

GET STARTED:

1. First check out [this video to learn more about handing out literature](#).
2. You'll find the [McDonald's campaign leaflet here](#). Once you download the file, you can visit www.psprint.com to print out the copies you will need for leafleting. See the image below for the specific printing parameters for the leaflets. If you don't have the funds to print your own leaflets, please contact your THL representative.



Standard Postcards
4.8 Stars | 692 Reviews

Product Options

- Printed Side: Full Color Both Sides
- Size: 4" x 6"
- Paper: 14 pt. C15 Gloss Cover
- UV Coating: None
- Quantity: 500

Design & Proofing

Upload Your Design OR Browse Our Designs

Upload Design (Optional)

Upload Now OR Select from My Files

Hardcopy Proof: No Hardcopy

Production & Shipping

Production Time: 3 Business Days

Delivery Method: Ship it to me OR Mail it for me

Zip Code (Optional)

Print ready files must be submitted by 6 p.m. PST in order to begin production on the next business day.

Job Summary

Printing Cost:	\$128.47
60% Off:	- \$77.08
Shipping:	\$0.00
Job Total:	\$51.39

[Add to Cart](#) [Email Quote](#)

3. While the leaflets are being printed, you can work with your THL representative to figure out the best location for you to go leafleting. Ideally, the location will be outside of a McDonald's restaurant, on public property, with a high volume of foot traffic. If you don't have an optimal restaurant location, you can also utilize a busy location in your city such as a tourist destination or park with public sidewalks.
4. While out leafleting, please capture a couple photos of yourself in action. Taking a picture of yourself leafleting is a great opportunity to show McDonald's that you are taking action to call on McDonald's abuse! So please send them to your THL contact and post the photos on your social media platforms!



ACTION #2:

Collecting Signatures

Gathering petition signatures is a concrete method of showing consumer support for the cause and a great way to engage your community in the campaign.

GET STARTED: You can find a [template petition sheet](#) in this folder to print out at your local print shop. Next, you'll need to find a good location in your community to start collecting signatures. Locations could include a McDonald's location nearby with a public sidewalk, a public park, a busy city sidewalk, a community event, or a town hall meeting. Before getting started, touch base with your THL representative for more tips and tricks for gathering petition signatures and to review the campaign's talking points.

ACTION #3:

Organizing Protests

Protests are great for maintaining momentum throughout the campaign, engaging the community, garnering media attention, and showing McDonald's the growing army of volunteers fighting for the cause!

GET STARTED: If this an action you are interested in, please reach out to your THL representative to get the planning process started with them! We have numerous resources at your disposal to make the experience as fun and effective as possible.

ACTION #4:

Adopt a McDonald's!

Do all of the actions above sound interesting to you? Then you might be interested in the 'Adopt a McDonald's' program! The concept behind the 'Adopt a McDonald's' program is that volunteers in cities across the country will each "adopt" a local McDonald's. That volunteer would then be in charge of ensuring that their McDonald's location is constantly feeling the pressure of the campaign!

Actions could include (but are not limited to):

- ☐ Leafletting out front of the store on a regular basis (i.e. once a week)
- ☐ Speaking to and delivering campaign literature to the restaurant manager
- ☐ Engaging with restaurant consumers as well as passersby about the issues
- ☐ Posting photos on their social media, tagging the location, and using the program's hashtags to raise awareness about the issues and hold McDonald's accountable.
- ☐ Leaving reviews on the store's yelp and google pages with photos from your actions.
- ☐ Handing out campaign buttons and stickers
- ☐ Hosting chalking events out front of the store
- ☐ Organizing protests at the location
- ☐ Collecting petition signatures in your community

If this sounds like a project that you would be interested in getting involved in, please reach out to your THL representative to discuss finding the right location and determining the next steps.

Reporting Your Actions

In order for us to continuously improve and evaluate the effectiveness of the actions, we need to keep track of all the actions being taken from volunteers all around the world. You can help us achieve this by submitting your actions each day using the Google form linked below. In addition to reporting your actions, **please send any photos you take directly to your THL contact.**

Please let us know if you have any ideas on how we can improve the current list of actions or if you have any additional ideas for keeping pressure on McDonald's.

[Submit your actions here.](#)

Thank you

Thank you so much for taking action for the millions of animals in McDonald's supply chain! You are an absolutely essential part in achieving this massive and historic victory for chickens so stand tall knowing you are taking an active part in making the world a more compassionate place for all beings!

