

P.A.U.S.E. (**P**rotect **A**nimals from **U**nnecessary **S**uffering and **E**xploitation)

*The question is not, "Can they reason?"
nor, "Can they talk?"
but "Can they suffer?"*

Campaign Strategy

The prevalence of omnivores in our society is largely due to the coordinated taught and willful ignorance of the average citizen. By writing a statute that is completely reasonable, but also criminalizes animal agriculture, we can get omnivores to sign on for legislation that destroys the animal agriculture industry.

- Inspired by David Michealson

Initiative Lifecycle

This is the process from the perspective of the gov. The sections in this document are organized in order in which you should do the work.

[Full Details](#)

1. Write Initiative
2. Submit it to Legislative Council Staff.
Receive a proposal number
3. Legislative Council Staff schedules a public meeting to provide feedback
4. File initiative with Secretary of State
5. Title Board writes the title and schedules a public meeting
6. Signature gathering: **124,632** signatures
7. Submission of signatures 6 months after starting
8. Verification of signatures
9. Vote on Nov. 8

Placement on the Ballot

Write the Initiative Text

Must be single subject CRS 1-40-106.5

Choose an Approach

Wedge issue or realistic issue.

Realistic (think HSUS) issues are things that have a high chance of getting through and therefore are likely going to be small incremental change. This approach has been the primary approach of all past ballot initiatives. This approach can actually hurt the vegan cause by letting citizens believe that the animals are taken care of well and are happy, and therefore eating them is acceptable.

A wedge issue is more idealistic and therefore will get millions of dollars put against it, but it sparks conversation among the voting public regarding where they stand on animal rights. It requires people to have a thought on animal rights before voting.

Choosing a statute to change

There were many statutes that reference animals. Several under different titles and articles provide guidelines around how animals should be treated. There are not many specific guidelines in the statutes regarding standard animal husbandry, but the phrase is used a lot. Some very specific circumstances are in the text; i.e. minimum size of a cage for an egg-laying hen. Many statutes state that the statute does not supersede standard animal husbandry practices if there is a conflict.

In an effort to ensure that the ballot initiative is single topic and therefore is not rejected by the time it makes its way to the Title Board, the ballot will be kept simple by focusing on 18-9-XXX. This article defines abuse to animals and has an exception for animal husbandry.

The focus of text of the initiative will be to re-write that statute so that it does not have an exception for animal husbandry and so that it defines sexual assault of an animal more explicitly.

[Main statute](#) focused on.

Main Goals of the Campaign

1. Remove animal ag exemptions from current animal abuse laws
2. Re-write sexual assault of an animal
3. Set minimum age at which an animal can be slaughtered

Setup Phone and Registered Agent account

The phone number and address you register with the SOS will be public. A PO box is good for a mailing address and a registered agent is good for when they say they need a *physical* address where someone can be there to receive it. If you get contacted by a lawyer fighting the campaign, that correspondence will go to the registered agent who will then notify you and make sure you get a copy. Put information that is not your personal information. You will be harassed by animal ag. Keep that negativity out of your home as much as possible. Setup the registered agent account in a different city from which you live.

You shouldn't be able to find yourself with <https://www.truepeoplesearch.com/>
Your voter registration can be found by the public.

Financial Research

Industry Impact

Understand the impact your initiative would have on your area. What industry exists in your area

Cost of Initiative

General Cost Analysis

The increase in reliance on paid circulators has increased the cost of qualifying an initiative. In **California**, it now costs more than \$1 million. In **Oregon**, costs for qualifying ballot measures for the 2000 election ranged from \$65,000 to \$400,000, with most spending in the neighborhood of \$100,000 to \$150,000. Average costs in other states generally range between \$70,000 and \$100,000.

From

<https://www.ncsl.org/research/elections-and-campaigns/laws-governing-petition-circulators.aspx>

Analysis of costs of CPRS

https://ballotpedia.org/Ballot_measure_signature_costs,_2020

Previous Initiatives

See research in another document

Prepare Investor Pitch

A pitch deck is a slide deck (PPT) that is used by startups to raise money. Prepare an investor pitch deck for when you find an investor.

Human Society Legislative Fund has been a major funder for most animal rights measures.

You can also lookup who has donated to other AR campaigns and contact them. You likely can accept donations from other states.

Setup Website

Wix. Copy David Michealson's www.yesonip13.org

Obviously also setup a facebook, twitter, instagram to at least ensure that no other people setup an account under your name.

Setup ActBlue

They provide donors with a form to fill out and send you the important details.

Quotes

We must fight against the spirit of unconscious cruelty with which we treat the animals. Animals suffer as much as we do. True humanity does not allow us to impose such sufferings on them. It is our duty to make the whole world recognize it. Until we extend our circle of compassion to all living things, humanity will not find peace.

Peace is not the absence of discomfort, but the presence of justice.

Prepare to Hit the Ground Running

Collect a list of local news sources, local vegan groups, vegan leaders etc. You will need to reach out to people immediately to get support.

Prepare onboarding training materials

Prepare materials to train trainers

Decide what mobile app to go with to track potential supporters

Make sure that all things needed to start collecting signatures are prepared before submitting to the legislative staff or title board.

Register with IRS

form a petition committee. file with the IRS for an EIN number. file form 8871 which gives section 527 status. Section 527 is for political committees with the express purpose of influencing an election.

[Get an EIN](#)

[Prepare this before filing](#) as a political organization

[Landing page for filing](#)

[Trainings are a good idea](#)

Submit to Legislative Staff

This process took us 2 months because there was a delay after every time we submitted a new version.

If multiple versions of the initiative are written, keep a very organized version history of everything sent to the state.

Document every major event in this process: when a version was written, when it was submitted, when the legislative staff met to talk about it, when the title board meeting was, [optional] when a re-hearing was with the title board ...

Submit to Title Board

This process will take about a month because there will be objectors who file for a re-hearing. Take good notes. If the title board makes an argument in your favor, make sure you document how they made that argument. A re-hearing will most definitely be filed. When that happens you can quote the board's argument back to them.

Support your argument with existing statutes if possible.

Support your argument with direct references to other titles that have been approved in your state - drawing explicit similarities.

Lessons Learned

1. Show up prepared with a title you would be happy with. The title will start with a sentence fragment stating your subject, and then use semi-colons to include sentence fragments that state the parts the statute that are affected.
2. "We must make sure we do not set the title based on our interpretation and merely make a title to represent the prop"
3. Titles should not include subjective effects of a proposition
4. Prop should represent a single subject and as thus, it is safest to constrain all effects to the same section or at least the same article
5. All statements should be made in the affirmative. We stated that someone does not violate 202(1)(a) if they slaughter a lifespan after $\frac{1}{4}$ of their life. We should have stated that someone does violate 1a if they slaughter an animal before $\frac{1}{4}$ of their life.

6. Avoid emotionally charged phrasing in the prop. It will appear sneaky and setup bad rep with the title board.
7. Our prop had many effects, but they all affected 202 Cruelty to Animals and all were made in the interest of expanding cruelty statutes.
8. They do not appreciate the vagueness of "ANY PERSON FROM DISPENSING CARE TO AN ANIMAL IN THE INTEREST OF IMPROVING THAT ANIMAL'S HEALTH". This is the worst written part of the initiative in that it should be made clearer in regards to allowing care in the interest of the animals health. Consult with a vet for help.
9. The section in which you put each subsection impacts the relevant penalties if violated.
- 10.

Open Bank Account

Need an interest free checking account so that you don't need to report interest on the account as taxable gains for the campaign

Bank of the West

Documents to setup account

- EIN number
- Register trade name with SOS

File Bank Account Details with Secretary of State

Figure out How to File Transactions with Secretary of State

I think I will need to file Federal Form 990 every year for tax purposes, but not totally sure yet.

Then I started buying the website and google workspace subscription. Every time I bought something I had to file the transaction with the SOS.

All things purchased for the campaign need to be 'given' to the campaign via a non-monetary contribution and non-monetary expenditure. The contribution date will be the date the legislative staff assigns the prop its number. The expenditure date will be the date the item is used, likely the same as the contribution.

SOS Compliance Training

Treasury training by the state must be completed before accepting donations.

In Person Trainings

<https://www.sos.state.co.us/pubs/elections/CampaignFinance/CPFtraining.html>

Online training

<https://cosos.learnercommunity.com/activity/enrollment?enrollmentId=48356532-6749-48ea-b8a9-b9d84d7f9269>

Issue committees may keep their money raised for the next election cycle or donate it to a 501c3

Defend in Supreme Court

Didn't expect this to be part of the process, but here we are

This process is not at all friendly to normal people. I called our supreme court office and was directed to click on a link titled "Click Here for Information on Pro se parties permitted to fax or email file in the supreme court until further notice.". This gave me an email address. When I asked what I was required to do, she contradicted herself and kept saying she can't give me legal advice. I reviewed the opening brief that the opposition was required to mail to me and copied the format and sent a PDF to the email address.

Get Forms for Signatures

An Initiative and Referendum Petition Registration Form must be filled out before circulators can collect signatures.

1-40-108(1), C.R.S. states that "no petition for any ballot issue shall be of any effect unless filed with the secretary of state within six months from the date that the titles and submission clause have been fixed and determined..."

Circulator Training

<https://www.sos.state.co.us/pubs/elections/Initiatives/files/PetitionCirculatorTraining.pdf>

Circulator Training must be completed before circulators can collect signatures

A Petition Entity License Application & Certificate of Circulator Training must be completed before paying circulators

Advertisement

Uberall code: wixQXeEPGIB

Tasks

Collect a list of Vegans

List all the vegans you know any vegan organizations (activist or businesses) in CO

List of Press

List of national vegan press and local news organizations to send press releases to

Design posters

Some ideas in the creativity section of this document. We need graphics that can be used to grab people's attention and encourage them to stop and sign the sheets

Record Training Audio

Record audio of the Petition Circulator Training information.

Registering to Vote

Put instructions on how to register to vote on the website

Creative Initiative Ideas

Printing Services

Local Union Employed Soy Ink

Print posters (24 x 36) and maybe our sign up sheets 24 x 36

Can do 100% pcr for sign up sheets

<https://cdprinting.net/services/green-efforts.html>

Cheap Compostable Business Cards

Can only order at scale 650+ cards. Very cheap at this scale

info@devraajgroup.com

https://www.devraajgroup.com/products/plantable-seed-paper-business-cards?_pos=1&_sid=42d940479&_ss=r

Specification 1 :

Size: 3.5 x 2

Paper : handmade plantable seed paper

paper colour : White

Paper base : cotton (wood free)
Gsm : 250 gsm
Quantity : 700 cards
Size : 3.5" x 2"
Printing : single side single colour printing
Printing colour : black

Rate : 0.05 USD per card + 12% GST + 29.75 USD shipping (1 kg)

Cannabis Business Cards

Affordable. Not cheap.

<https://www.jukeboxprint.com/cannabis-business-cards>

Recycled Paper at Staples

If we order a reem of recycled paper, then we can have them print it.

Create Outreach Packets

1. Orientation instructions
2. Copy of ballot initiative
3. Clipboard - Letter size not legal size
4. Pens
5. Sign up sheets
6. Hand sanitizer
7. Posters
8. Each clipboard must have a graphic on the back with PAUSE and an animal

Circulators

Circulators will collect signatures at public gatherings in the first phase as it is easier to get high rate of signatures and easier logistically. In the medium scale phase, a mobile app like MiniVAN will be used to perform door to door knocking.

Voter registration data is publicly available by the secretary of state of CO.

Organize Cubes and Collect 124,632

Cube Equipment

1. Smart TV
2. Straps to hold TV: link?
3. [Battery](#)
4. USB

5. Backpack
6. Umbrella

Video Footage for Cubes

1. Text: Support the PAUSE initiative to end animal cruelty in factory farms to change from this
2. Footage: factory farms
3. Text: To a more humane
4. Footage: happy farm

Business Cards

Find an environmentally friendly vegan printer. Preferably local.

Front:

About Initiative ###

Protect **A**nimals from **U**nnecessary **S**uffering and **E**xploitation

Lets extend basic animal abuse laws from just dogs and cats to all farmed animals.

ColoradoPause.org

Back:

About Legal Animal Agriculture

- Video: Dairy is Scary (YouTube)
- Video: Dominion (DominionMovement.com)
- Video: Cowspiracy (Netflix)
- Video: Forks Over Knives (Netflix)
- Book: How Not to Die
- Resource: NutritionFacts.org
- Resource: HappyCow.net
- 22 Days of Full Support: Vegan22.com
- Community: LuvinArms.org

Human-torso Sized Posters

General

Front: white background. Black text. Little cartoon animals around the border. Simple description. "Initiative ## prevents farmers from unnecessarily abusing animals. URL"

Back: Factory Farm image. Protect Animals from Unnecessary Suffering and Exploitation

Needs to be designed.

Dairy

Same basic idea, but show a person's fist in a cow's ass and say end legal sexual assault of female cows

Abuse Text

Multiple investigations, conducted by three separate organizations, have revealed abuses at dairies in Colorado, Nebraska, and Pennsylvania, including cows being stabbed with screwdrivers and calves denied access to water and hit and jabbed with rods and sticks.
aldf.org/target