

# ANONYMOUS for the VOICELESS

**OUTREACH MASTERCLASS**

# INTRODUCTION

## WHO IS PAUL BASHIR?

- Music (recording + performing) for 8+ years
- Certified plant-based nutritionist
- Personal health transformation through plant-based diet and holistic health practices
- Understanding the imperative of vegan activism
- Major influence: Earthlings and Gary Yourofsky
- Initial activism: online, volunteering & protests
- First street outreach was with ALV (Pay Per View) + outreaching at the Melbourne Cup
- First Cube of Truth, April 2016
- 1,100 Cubes, 30,000 outreach interactions, 8,000 conversions, 35 workshops, over 10 million views



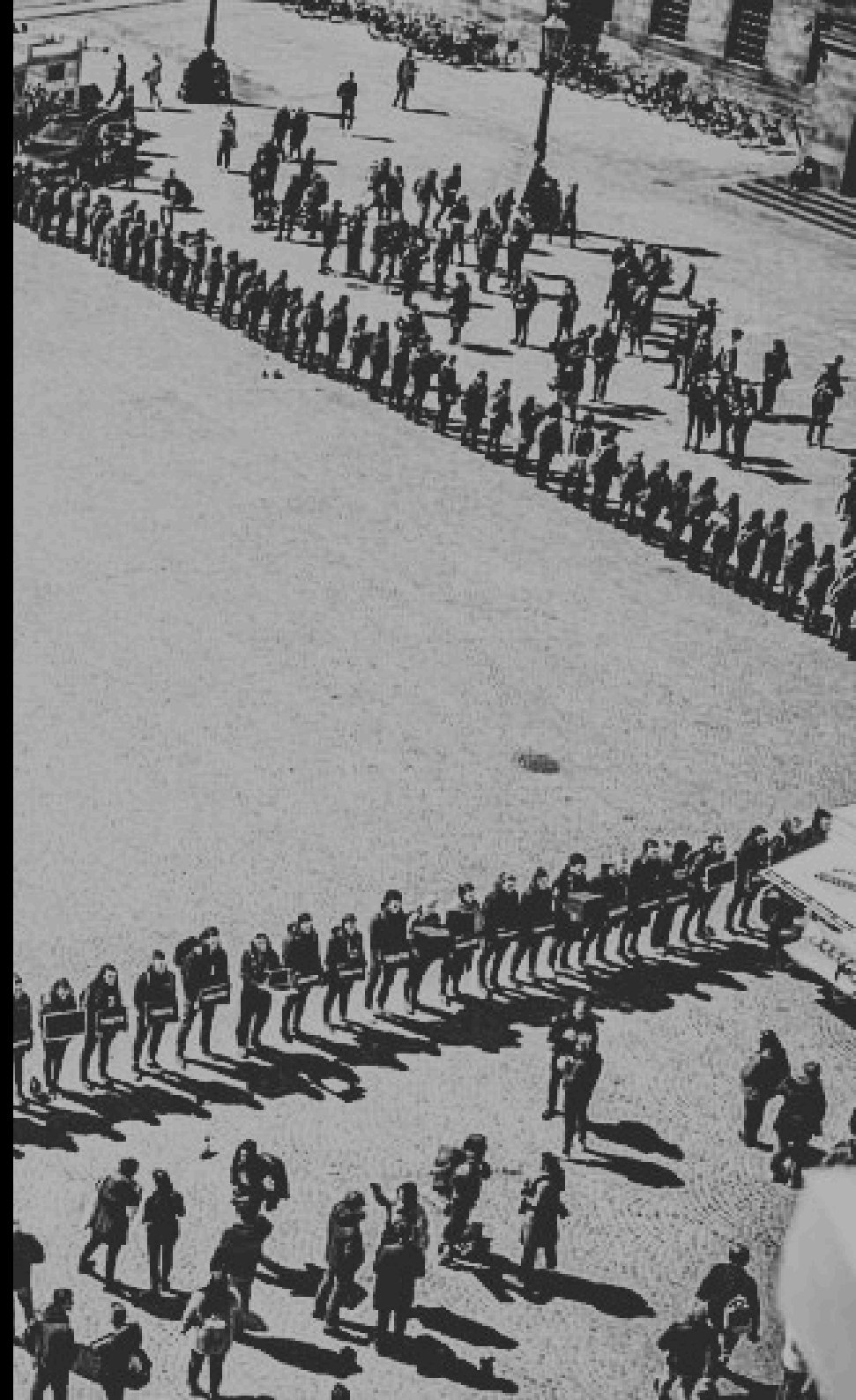
# WHO IS AV?

- **Founded in April 2016 in Melbourne, Australia, by Paul Bashir and Asal Alamdari.**
- **Vegan activism organisation specialising in street outreach.**
- **“Top down” (hierarchical) structure.**
- **Teams: directors, regional organisers, inductions, events, design, IT, social media, chapter organizers, volunteers.**
- **Abolitionist stance against all forms of animal exploitation at the hands of humans.**



# AV CULTURE

- **We are open to constructive feedback and suggestions given through the appropriate chain & channels of communication.**
- **We have call-in culture, i.e. we create a supportive environment where feedback is given privately and compassionately, rather than criticizing someone in front of others.**
- **Constant and consistent development. We are loyal to tried and true principles over dogmatism and ego, and we take the task of being most-effective most seriously.**



# WHY THIS MASK?

**What Guy Fawkes represents has evolved over centuries. Once he was the hated villain of the 1605 Gunpowder Plot. But in the 21st century, Fawkes masks became a symbol of resistance.**



# MASTERCLASS OVERVIEW

- Veganism
- Outreach Philosophy
- Do's & Don'ts
- 3 Core Principles & 4 Control Points
- Flowchart



# WHAT EVEN IS VEGANISM?

**“The doctrine that man should live without exploiting animals.”**



In 1949 Leslie Cross pointed out that the society lacked a definition of veganism and he suggested: “The principle of the emancipation of animals from exploitation by man”, later clarified as: “To seek an end to the use of animals by man for food, commodities, work, hunting, vivisection, and by all other uses involving exploitation of animal life by man”.

– Leslie Cross on the left, source: [gentleworld.org](http://gentleworld.org)



## DEFINITION OF VEGANISM

**The ethical principle that humans should live without exploiting other animals.**



# BEING VEGAN

**= rejecting the exploitation of other animals**

Veganism has nothing to do with human health/human rights, the environment, affection, love, positivity, or a reduction of suffering. It is only about justice for animals; oppressed at the hands of humans, and ending human supremacy.



# WHAT IS VEGAN OUTREACH?

- **Vegan outreach is speaking up for victims in the same way that you would want to be spoken for if you were in their position.**
- **Being a medium of truth and enacting change by prioritising the victims and not the oppressors.**
- *If you aren't speaking up for animals in the same way that you would want to be spoken for, you aren't doing justice for the victims.*
- **The core of a successful outreach interaction is centered around holding individuals accountable for what they're personally responsible for. Everything else is details.**

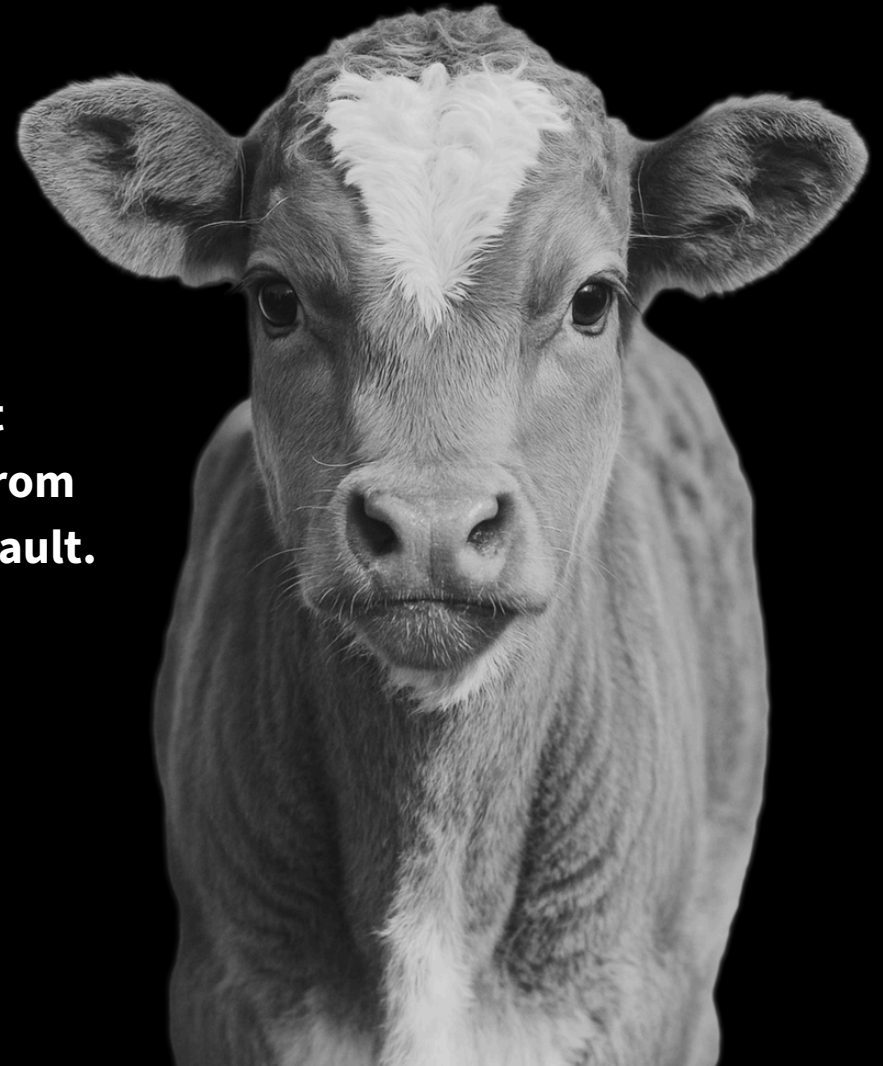


# VEGANISM IS NOT LOVE OR COMPASSION

A  
V

**Veganism is about justice.**

- **Your likability does not determine your rights, so outreach is not about how you or anyone else feels about other animals.**
- **If you don't go around beating children, you aren't instantly a compassionate individual. Refraining from injustice does not make you compassionate by default.**
- **It's not loving; it's the right thing to do. It's simply sane and just.**
- **This approach is pure honesty.**



# WHAT WE MEAN BY “PLANTING SEEDS”

- **Most people think that seed planting is verbally leafleting with points and questions that lack individual accountability.**
- **What we mean by seed planting is that the bystander leaves knowing that they are personally responsible for what we’re showing on the screens, that they must be vegan as of that day, and nothing less is morally justifiable.**



# TRUTH > EVERYTHING

- **When it comes to injustice - when there are undeserving victims involved - morality is black and white. Anyone who attempts to convince you otherwise is gaslighting you.**
- **Telling victimisers the truth and holding them accountable on behalf of their victims is the most loving and respectful thing you can do for them, even if they can't seem to handle it.**
- **When you are being disingenuous, non-vegans see that your desire to be validated by them is stronger than your desire to defend animals, thereby making a mockery of the victims.**



**"ONE OF THE NICEST THINGS YOU CAN DO FOR  
PEOPLE IS BE BRUTALLY HONEST. MOST OF  
THEM WON'T BE ABLE TO HANDLE IT BECAUSE  
THEY'RE SO USED TO SUGAR-COATED BULLSHIT,  
BUT THEIR SUBCONSCIOUS WILL ABSORB IT, AS  
LONG AS YOUR INTENT IS RIGHTEOUS."**

**-DON FREEMAN**



# WHY DON'T PEOPLE SEEM TO CARE ENOUGH ABOUT ANIMALS?

- We need to speak up for animals correctly. Too many vegans focus on things like plant-based recipes, restaurants, weight loss, or deforestation.
- If the way you communicate on behalf of the animals seems to lack a serious focus on them, and instead focuses on human-benefits, it implies that we don't need to care and they aren't deserving of liberation.
- This is not a conversation about sympathy. This is a conversation about accountability.



# REACHABILITY AND CONVERSATION LENGTH

- **Not everybody on the streets is worth talking to. Part of your role is to assess who is reachable and who is not. Many people are not reachable.**
- **If they want to have a short conversation with you, keep it short with them. Don't entertain bystanders who want to engage in long argumentative debates.**
- **Do not underestimate the cunningness of non-vegans which is fueled by their guilt, and the ability that many non-vegans will have to waste your vital time at work for the animals.**



# SOCRATIC METHOD

- **Socratic questioning it is not an approach in and of itself. It is a communication tool that we use within our approach where we ask questions to lead the bystander to their own conclusions.**

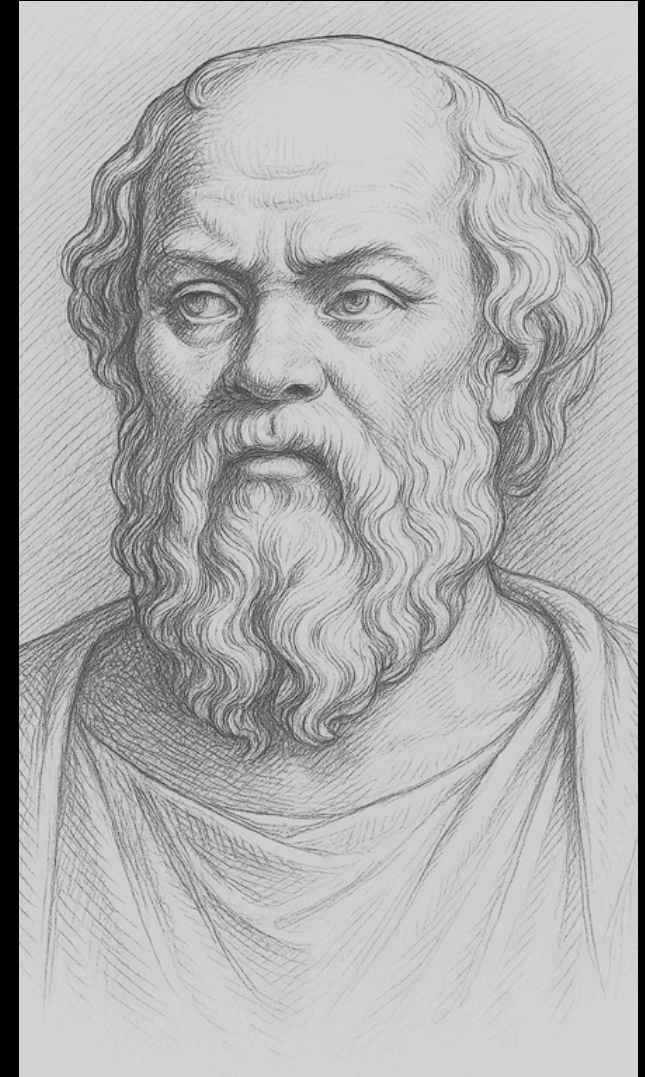
**1** Hello, how do you feel about humans exploiting other animals?

**2** Do you agree that humans should respect other animals?

**3** Can you truly respect other animals if you use them for your purposes?

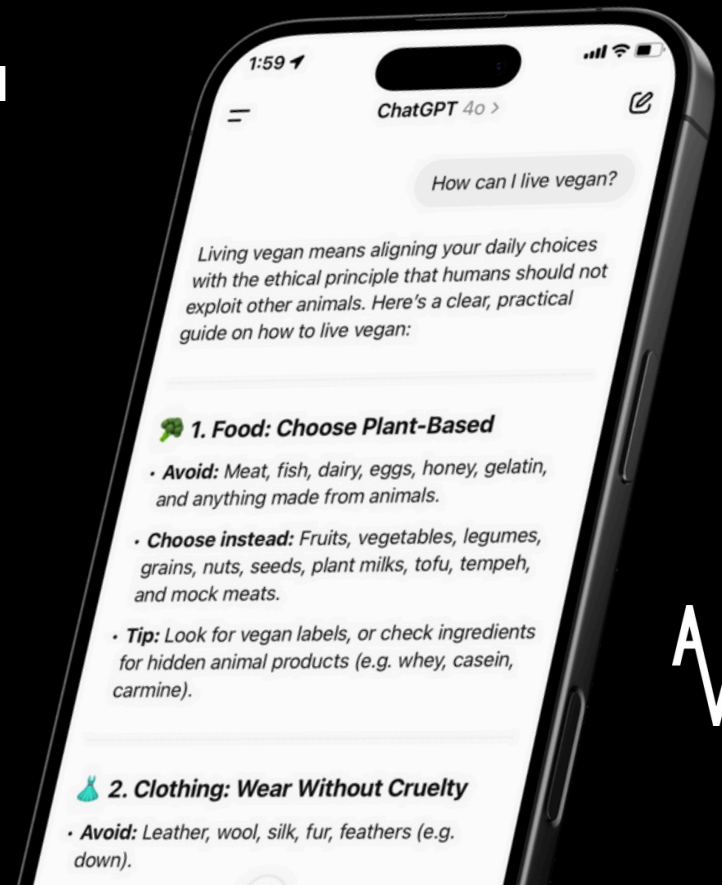
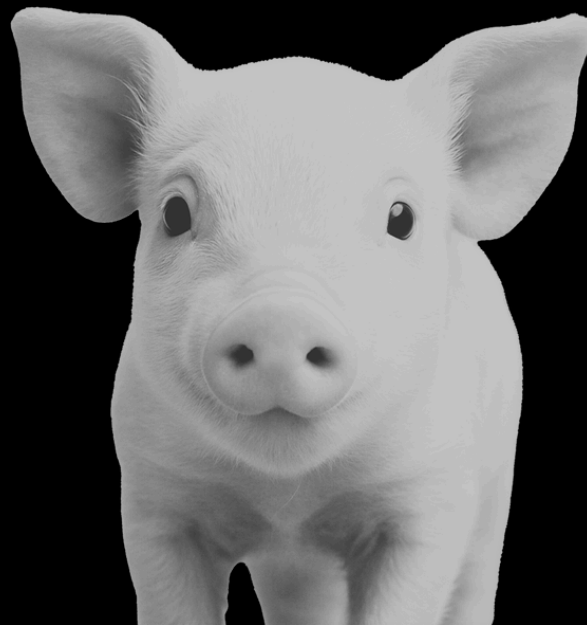
**4** Do you know what the definition of veganism is?

**5** Do you know the biggest advantage of living vegan?



# WHY **VS** HOW

- People already know how to go vegan. With the availability of Google and the internet, anybody can figure out how to become vegan instantly.
- In order for people to feel the need to become vegan, they need to be held accountable for why they should do it.
- Focusing on the “how” is an insult to the victims and marginalizes the severity of their oppression.



AV

# VEGETARIANISM

**Vegetarians ARE our target market.**

- **Vegetarians are non-vegans and should be outreached like anyone else. In most cases, with even more vigor because they think they are already doing enough.**
- **They're no different to people who eat the Paleo diet. Most vegetarians are responsible for just as much animal abuse. Why should we outreach them any differently?**
- **They are not allies, don't let other vegans or non-vegans manipulate you into thinking that they are.**

**“Vegetarianism is more of a problem than meat-eating. It's created this idea that there's this second version of veganism that exists whereby you can feel like an animal defender without actually having to be one.”**

– Paul Bashir



# YOU CAN'T MANIPULATE PEOPLE INTO GOING VEGAN WITH POLITICAL OR SALES GAMES

DO'S & DON'TS

- Always remember that you will never have a 100% success rate with vegan outreach.
- There is no magic set of words to use during outreach that will make someone go vegan. If they're ready, they'll listen and change. If they're not ready, they won't.
- Your function as an activist is to hold the individual you're speaking with accountable for the animal exploitation they are responsible for.



# DON'T PANDER

## DO'S & DON'TS

- **Pandering is when you are over-agreeable and disingenuous on outreach for the sake of being listened to and engaged with.**
- **Pandering will cause non-vegans to lose respect for you as an activist and you will lose control of the conversation.**
- **Non-vegans will manipulate you into thinking they've gained respect for you when you pander, because they are glad that you are not holding them accountable for the obvious.**



# **SPEAK BOLDLY**

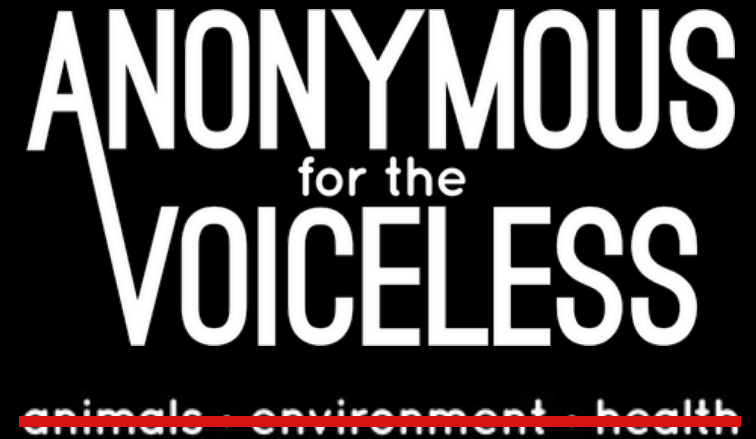
## **DO'S & DON'TS**

### **Place yourself in the victims' position**

- **Whenever you are afraid to speak up for animals directly, or if bystanders call you too extreme, place yourself in the victims' position and analyse your approach from their perspective.**
- **Would you consider a respectful yet direct conversation too extreme if you were locked in a slaughterhouse?**

### **Speaking boldly is the most effective approach.**

- **When you don't speak boldly, it's implied that veganism doesn't need to be taken very seriously. You have to leave people feeling motivated. They need to feel like there is no other option for them other than going vegan.**



# **DON'T TALK HEALTH AND ENVIRONMENT**

- **Animal exploitation is the only thing that is completely unjustifiable and should be the only thing to focus on during vegan outreach.**
- **Non-vegans may seem responsive to the health and environmental message, and that is likely because they're trying to deflect from the obvious, and avoid being accountable for the murdered elephant in the room.**

# **DON'T TALK HEALTH AND ENVIRONMENT**

**DO'S & DON'TS**

- **We don't even know if environmental and health stats are correct, and there's no way for us to measure them accurately.**
- **Let's face it. The vast majority of people are not environmentalists. Even if you happen to speak with an environmentalist, they will likely feel that they are already doing enough.**
- **If you ever feel compelled to focus on environment or health when speaking up for the animals, think about why oppression should end from the victim's perspective.**



# HOW TO RESPOND TO HEALTH QUESTIONS

DO'S & DON'TS

- Only entertain these arguments when the bystander brings them up, and when you can sense that they are being genuine in their concern.
- If they bring up health concerns, you can say something like,

*“The science is on our side when it comes to plant-based diets being healthy, and there are plenty of vegan athletes/bodybuilders out there.”*



# STATISTICS/FACTOIDS: KEEP THEM MINIMAL

DO'S & DON'TS

- **Outside of what is asked of you, state minimal information during outreach conversations. We are not on the streets to verbally leaflet.**
- **You aren't at a Cube of Truth to be a statistician; you're there to have a concise conversation that holds people to account for their oppression of animals.**
- **A conversation will go on for longer than necessary if it turns into an argument over statistics. This is another reason why you shouldn't bring up health and environment talking points.**



# WHICH INJUSTICES TO COMPARE TO?

- **The most effective comparison to make is to place the bystander in the victims' position.**
- **Avoid dog comparisons. This goes back to not leading with compassion. It's not about the love people feel towards animals; it's about the hate they feel towards the injustice they are responsible for.**
- **It doesn't come down to whether you can imagine your dog in a slaughterhouse, it comes down to whether you can imagine yourself in a slaughterhouse.**



# UNACCEPTABLE TERMS

DO'S & DON'TS

✗ Meat-eater

✗ Vegan journey

✗ Omnivore

✗ Baby steps

✗ Carnivore

✗ Plant based

✗ Carnism

✗ It when referring to animals

We are responsible for correcting the language and culture when it comes to the way humans view animals.

# LANGUAGE

## DO'S & DON'TS

- **Interact with the public like a normal human being!**
- **Tailor your language and tone to suit the individual:**

**Personality: shy vs talkative**

**Language barrier?**

**Age: Should we talk to kids?**

**Body Language**



# BODY LANGUAGE

DO'S & DON'TS

**Be mindful of the BYSTANDER'S body language:**

- engaged / open / relaxed / inviting
- closed / not interested / uncomfortable / not engaged

**Be mindful of YOUR body language:**

- Arm positioning
- Posture
- Hand movements
- Eye Contact



- ✗ “You are supporting / contributing to this”.**
- ✓ “You are responsible for this.” or “This is happening because of you.”**

# CRINGE PARTY

DO'S & DON'TS

Minimising the vegan movement down to “viagra” / “vanity”.

- **Since when did it become about vegans being sexier? It's about bringing justice to the animals. “Vegans are sexier” doesn't give you a moral obligation.**
- **When vegan activists aren't respecting the animals, how can we expect non-vegans to respect the cause and take our work seriously?**



# **3 CORE PRINCIPLES & 4 CONTROL POINTS**

**AV'S OUTREACH PROTOCOL SUMMARISED**

## **Core Principle 1**

# **HOLDING NON-VEGANS ACCOUNTABLE**

**In our society today, ample information exists on the subjugation of animals, and it is widely recognised that non-vegans exploit other animals to death. However, what is lacking is accountability. Our task is to confront people with the contradiction between claiming that other animals deserve our respect and acting in ways that undermine that ethical principle.**



## Core Principle 2

# VICTIM'S PERSPECTIVE

**We place ourselves in the victims' position in order to acutely grasp the realities of any injustice. This not only fosters empathy but also highlights the urgency of taking action against it. It's fundamentally critical to do this in the case of the animal holocaust. People most effectively comprehend the consequences of their non-vegan life when they imagine themselves in the victims' situation.**



## **Core Principle 3**

# **CALL TO ACTION**

**It is not enough for people to simply agree with the principle of veganism; they must take immediate action against animal exploitation. Only through decisive action will they understand that merely thinking about veganism or trying it is insufficient.**

**They need to make a firm choice to respect other animals as individuals, and act accordingly. If they were the one being heinously exploited, they would also need this principle.**



# **FOCUS ON WHAT YOU CAN CONTROL**

## **1. WHAT YOU SAY**

- Stick to tried and true principles**
- Avoid distractions**
- Control the conversation**

**Stay focused: justice for animals. Don't get dragged into side topics**

**- distractions are endless, but the truth is simple. Guide the conversation - don't let others guide it.**



# **FOCUS ON WHAT YOU CAN CONTROL**

## **2. HOW YOU SAY IT**

- Assertiveness**
- Honesty**
- Appropriately represent the victims**

**Speak clearly and truthfully. Don't sugarcoat reality - it's the largest and most atrocious injustice on earth - and the victims need your voice. Be respectfully firm, and always speak in the same way you would want to be spoken for if you were the victim in this scenerio.**



# **FOCUS ON WHAT YOU CAN CONTROL**

## **3. WHO YOU SAY IT TO**

**→ Focus on the reachable people**

**Focus on those who are open to listening. Not every outreach interaction is worth your energy. After addressing 3 objections, if they aren't listening and don't seem to care about how sound your rebuttals are, you're most likely wasting your time. There are plenty of people who are willing to act, spend your time with them.**



# **FOCUS ON WHAT YOU CAN CONTROL**

## **4. HOW LONG YOU SAY IT**

- Disengage with trolls quickly**
- Don't waste your time**
- This isn't complicated**

**Don't get stuck with trolls - your time matters. Veganism isn't complicated; it's about justice. Over-explaining implies that the issue is complicated. Respect animals? Act like it. Say what needs to be said, and move on if the conversation goes nowhere.**



# FLOWCHART

DIRECTED AT NON-VEGANS

- Use your best judgement and common sense on how to manoeuvre through the steps.
- Read the room, pay attention to nuances and do not sound like a robot. This is not a script.
- There are different ways of saying the same points. Example: "Do you know what the biggest advantage is?" on step 6.
- If already expressing emotions verbally, don't ask "how do you feel about humans exploiting other animals?"

"Would you like to know what this is?"

"Do you agree that all animals deserve respect?"

# FLOWCHART

DIRECTED AT NON-VEGANS **SHORT VERSION**

1 Hello, how do you feel about humans exploiting other animals?

2 Do you agree that humans should respect other animals?

3 Can you truly respect other animals if you use them for your purposes?

4 Do you know what the definition of veganism is?

5 Do you know the biggest advantage of living vegan?

6 If you were in your victim's position, how fast would you need this injustice to end?

7 Do you feel there is anything preventing you from living vegan now?

8 From now on, how many more animals should be exploited because of you? Zero or more?

9 So, vegan from now on?

10 Do you agree, that we should actively defend other animals? (Like we are doing?)

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V

**1**

**Hello, how do you feel about humans exploiting other animals?**

# Qualify and Explain

**Begin by assessing their mindset about animal exploitation. Determine if they are open to honest reflection or if they're defensive about the ethical inconsistency of their views and choices.**

**“We are showing the most common forms of exploitation. Other animals being exploited for their flesh, breast milk, eggs, skins etc.”**

**2**

**Do you agree that humans should respect other animals?**

# **Establish Position**

**Set a foundation of mutual understanding and gain a clear stance on their values around respecting animals. This way, you can repeatedly bring the conversation back to their own stated beliefs, pointing out conflicts between their words and actions.**

**3**

**Can you truly respect somebody if you use them for your purposes?**

# **Contradiction Acknowledgment**

**Expose the hypocrisy in claiming to respect animals while being responsible for their exploitation. The strength of this principle lies in making this contradiction unmistakably clear, forcing them to confront the gap between their views and their actions.**

**“Do you feel this would be an acceptable excuse to justify exploiting you?”**

**4**

**Do you know what the definition of veganism is?**

# Set Foundation

**Define veganism as an ethical principle: rejecting animal exploitation (not just a dietary, identity or lifestyle choice). Educate them on the true meaning to prevent and dismantle misconceptions.**

**“It’s the ethical principle that humans should live without exploiting other animals. It’s not a diet, lifestyle or identity, it addresses the supremacist mindset that other animals exist for us to use. Just so we’re on the same page, ‘exploitation’ means using someone for your selfish purposes.”**

**5**

**Do you know the biggest advantage of living vegan?**

# Clarifying Advantages

**Introduce the concept of justice - in the true sense of the word- and what the real advantages are when they take a stance against the world's largest and longest-standing injustice.**

**For them: You'll be one more person who represents respect and justice for them.  
For you: When you say you respect animals, you'll no longer be a hypocrite.**

**6**

**If you were in your victim's position, how fast would you need this injustice to end?**

# **Victims' Position & Urgency**

**Help them empathise + understand the severity and urgency of this issue by imagining the situation from the victims' perspective. Almost any argument/objection can be dealt with sufficiently by asking if the given argument/objection would be acceptable if they were the victim.**

**7**

**Do you feel there is anything preventing you from living vegan now?**

# Address Objections

**Encourage them to share any barriers they may feel about going vegan, allowing space for them to voice insecurities or misconceptions. Then, focus on challenging the validity of the excuse itself, keeping the conversation on track and removing any attempt to deflect from accountability.**

## **IDENTIFY ALL OBJECTIONS**

**“Do you feel there is anything else preventing you?”**

## **TESTING OPEN MINDEDNESS**

**“If (objection) was not an issue for you, would you go vegan today?”**

**8**

**From now on, how many more animals should be exploited because of you?  
Zero or more?**

# **Power of Choice**

**Here we show that the power of their choice in this moment either leads to more victims or not. For every individual victim there is an injustice, and there is usually more than one victim involved in someone's choice to not live vegan.**

**9**

**So, vegan from now on?**

# Declaration

**True accountability requires an honest declaration to live vegan from this moment. Address any remaining excuses by helping them empathize with the victims.**

**“This is not food for thought, it’s a call to action. There is no acceptable reason for you not to be vegan as of right now. For as long as you are not vegan, this will be happening because of you.”**

**10**

**Do you agree, that we should actively defend other animals? (Like we are doing?)**

# Call To Action

**AV is about creating vegan activists who are the most effective at creating vegan activists. Passive vegans do not the push the vegan movement forward, vegans are the only ones that animals have to rely on.**

**“Do you agree that animals deserve to be defended?”**

**“Please do not be a passive vegan, speak up for them in the same way that you would want to be spoken for if you were in their position.”**

# FLOWCHART

DIRECTED AT VEGANS

## FLOWCHART

DIRECTED AT VEGANS **SHORT VERSION**

**1** You're vegan? We've got 5 questions for vegans, are you open to that?

**2** Do you know the definition of veganism?

**3** Do you agree that veganism is not only about your consumer choices?

**4** Do you think it's okay for other people to not live vegan?

**5** Do you agree that they deserve to be actively defended?

**6** Are you able to join us now?



**1**

**You're vegan? We've got 5 questions for vegans, are you open to that?**

# Starter

**→ Principle of Connection — open dialogue to prepare ground for truth.**

**2**

**Do you know the definition of veganism?**

# **Clarify Definition**

- **Clearly state the correct definition: The ethical principle that humans should live without exploiting other animals.**
- **Principle of Foundation — establish veganism as a principle of justice, not practice.**

**3**

**Do you agree that veganism is not only about your consumer choices?**

# **Veganism Means Activism**

**→ Veganism is not only about your consumer choices. It is about rejecting the supremacist mindset in the human species with the goal of liberating animals from exploitation at the hands of humans.**

**→ Principle of Clarity — Determines trajectory in the vegan movement.**

**4**

**Do you think it's okay for other people to not live vegan?**

# **Justice isn't Optional**

- Establish urgency and severity through imagining the victim's position.**
- Principle of Consistency — exploitation cannot be “okay” for some and wrong for others.**

**5**

**Do you agree that they deserve to be actively defended?**

# **Moral Obligation**

- **Their only hope is vegans since animals are not able to speak up for themselves.**
- **Principle of Responsibility – affirm the duty to actively defend those denied freedom.**

**6**

**Are you able to join us now?**

# Call to Action

- **If yes → send them to an organiser for briefing.**
  - **If not now → give info and ask them to join in the future.**
  - **The least you can do is refuse to stay silent about it.**
- Principle of Commitment — turn recognition into concrete action.**
- Hand them a card: “The resources on this link will empower you to be the strongest voice you can be for animals.”**

**Don't be a passive vegan,  
speak up for the victims in  
the same way that you  
would want to be spoken for  
if you were in their position.**

**A  
V**

**FUCK HUMAN SUPREMACY  
LET'S END IT**

**A  
V**



**Last updates: February 17th 2026**