

FarmKind call for volunteers

TL;DR

- Help animals by bringing new funding into the movement with FarmKind (www.farmkind.giving)
- We need to create lots of quality content to build and engage an audience of potential donors.
 - You can get involved with any type(s) of content (video, blog or infographic) and any part(s) of the process (ideation, drafting, creating, editing).
 - The highest priority support we need right now is video editing. If you have experience with this, we'd love to hear from you.
 - The process is simple: Reach out to aidan@farmkind.giving letting us know what you're interested in doing and we'll start by giving you a real piece of content to work on. Depending how that goes, we'll scale up to as much as you'd like to do!
- Depending what you're interested in, we can offer you:
 - Visibility into the day-to-day work and decision-making process for a young charity startup
 - Informal mentorship and two-way feedback
 - Opportunity to help shape the future direction of FarmKind

Who are we and what we're about

We are a new animal welfare organisation that aims to bring new funding into the movement through our donation platform.

- The most in-depth ready-to-go material on who we are can be found in a funding proposal from April (see [here](#)).
- We were incubated through the Charity Entrepreneurship Incubation Program in April 2024
- Currently the full-time team is just Thom and Aidan, but we collaborate with pro bono service providers (e.g. lawyers, graphic designers) and volunteers.

Our values and how we're different

Values (click arrow to expand/collapse)

These are our organizational values, to give you a sense of what it might be like to work with us.

1. **Curiosity:** Genuine motivation to discover what the truth is (not being attached to 'your own' ideas or 'winning' a discussion)
 - Willingness to give and hear feedback on whether we're being truth-seeking or have fallen into soldier mindset

2. **Results-focused:** Commitment to transparent self-evaluation, continuous improvement through feedback loops and self-skepticism about our impact
 - Emphasis on M&E - tracking resource use vs donations. Also aiming to be as accurate as possible about our *counterfactual* fundraising
 - Make sure we are *cutting* things that don't work, instead of always adding new elements
3. **Human:** Bring your whole self to work, and value knowing one another as individuals
 - Regular non-work socialising
 - Invest in getting to know new staff
4. **Radical candour:** (1) Honest communication: We say what we think and feel, clearly. We don't hide our real meaning in the subtext. (2) Feedback culture: We proactively seek out and give direct feedback, both from one another and external stakeholders. (3) Truthfulness: When we communicate publicly, we will be truthful and we will be explicit about our methodologies when making giving/impact recommendations

How we're different

We meet people where they're at, speaking to them in terms of what they really care about rather than what we wish they cared about. We do this because we believe it is likely more effective and because it's a neglected approach (so we expect it to add more value than being yet another similar voice to other organizations).

Animal organizations: When the average person interacts with animal welfare organizations they hear almost entirely one message: "Go Vegan". It's an important call to action, but many people aren't willing or able to follow it right now, and often these people stop listening. This is a wasted opportunity. We differ from most animal welfare organizations in that we try hard not to alienate anyone by making them feel judged. We aim to empower people by giving them another way they can take action to fix factory farming.

Effective giving organizations: Most effective giving organizations focus almost entirely on the effectiveness of different charities in their messaging. But the evidence is clear that this is at best a secondary motivator for people's donation. We're different in that we don't judge people for wanting to donate to ineffective charities that they feel a personal connection with. Instead, we empower them to both satisfy this emotional motivation for giving and the secondary motivation to have a large impact. We do this with our giving construct which is inspired by [GivingMultiplier.org](https://givingmultiplier.org) and the RCT behind it.

Ways you can be involved

We need to produce lots of engaging content to use in our outreach. We will use this content to build and engage an audience of potential donors, building familiarity and trust with our brand before they're ready to go ahead and donate. At first, we're exploring a range of media and channels. We want a steady drumbeat of on-brand content across our channels whilst we figure out which are the most valuable to focus on:

		Content type		
		Videos (examples here)	Blogs (examples here)	Infographics (examples here)
Channel	Blog (on website)			Embed where relevant
	Email newsletter	Embeds or links		Embeds or links
	Instagram			
	Facebook			
	Youtube + TikTok			
	LinkedIn	Occasionally		

You can be involved with the creation of any content type and in any part of the creative process:

- **Ideation and research** (e.g. “how about something about how smart different animals are relative to humans at different ages? Here is the research that we could base it on”)
- **Drafting** (e.g. writing a blog, designing the skeleton of an infographic, scripting and/or filming and/or starring in a video)
- **Editing** (e.g. finalising a blog, making an infographic easy to read and fantastic to look at, editing videos so they ‘pop’)

Let us know which elements you’re interested in (e.g. “Video editing and infographic design”, “Ideation and blog writing”, “Videos, end to end”).

A) Videos	B) Blogs	C) Infographics
1. Ideate (may not be assigned to a content type yet)		
2. Research and draft script	2. Research and write draft	2. Research and draft a skeleton
3. Finalise script	3. Copy edit	3. Design
4. Record (film, star or both)		
5. Video edit		

We’re also interested in having someone take on the role of reposting relevant content (e.g. cute animal videos, or relevant infographics) on our instagram and facebook pages.

Our brand voice (click arrow to expand/collapse)

These are some principles about our brand voice, which can help you decide whether you would enjoy being involved in crafting communications like this:

- **Emotionally Intelligent – “Sensitive, not sappy”**: We recognize that factory-farmed animal suffering is a deeply emotional issue for many people (including us). While we don't shy away from using emotive language to accurately depict the harsh reality of factory farming, we employ this technique sparingly for maximum impact without exaggeration or 'emotional manipulation'. Additionally, we always substantiate our arguments with facts.
- **Lighthearted – “Cheerful but not Childish”**: Factory farming involves intense and mass-scale suffering, deserving utmost respect in our discussions. As we ask people to entrust us with their donations, we maintain a high degree of seriousness in our work. However, we also infuse enthusiasm and energy into our communication to engage and connect with our audience. We're not afraid to sprinkle in the occasional joke or pun to effectively convey our arguments, making them memorable and entertaining.
- **Clear – “Snappy but not Sensational”**: We uphold transparency and honesty in our communication. We convey the problems with factory farming, how our platform and our recommended charities work, and the impact of donations openly and directly – building trust and fostering accountability. However to keep it interesting and accessible, we will often communicate simply and with bold statements. Despite this, we won't overstate or mislead just to grab a headline.
- **Empowering – “Impactful contributors, not idle observers”**: Beyond educating people about factory farming, we consistently shift the conversation towards actionable change. We highlight the crucial role individual donors play in addressing factory farming, emphasizing empowerment and the tangible impact of contributions. Our goal is to inspire people to make a meaningful difference and demonstrate the value of their involvement.
- **Non-judgemental – “Helpful not hectoring”**: We want people to donate to super-effective charities and do the most good they can with their donations. We want to give people the information and encouragement they need to do this, but we never judge people for donating to other causes or charities: generosity and altruism should always be celebrated. Similarly, we don't judge people for not doing more, either through their diet or donations, as we understand that bringing our actions in line with our values is a difficult and long-term journey, and everyone had a period of their life before they had started or completed that journey.

The 'application process'

We don't want to waste your time with an unnecessary application process. Instead, just reach out to aidan@farmkind.giving letting us know:

- What you're interested in doing
- Any relevant experience (e.g. worked in digital marketing, made videos in the past). Links to examples are great! Please don't spend time carefully writing this up. *Previous experience is not required – it's just helpful to know about if you have it.*

We'll give you a real piece of content to work on. Depending how that goes, we'll scale up to as much as you'd like to do!