

# Pax Fauna's Mission Statement, Explained

Pax Fauna exists to **help end the use of animals for food**, by [accelerating the emergence](#) of a [highly intelligent](#), [collaborative](#), [Nonviolent](#) [grassroots social movement ecosystem](#) to [abolish the animal slaughter industry in the United States](#). We aim to achieve this by [conducting research](#) and developing [educational, informational, and material resources](#) to enable [local advocacy communities](#) to [seize the narrative](#) about animal agriculture using [controversial mass protest](#) and [scalable community organizing](#).

This document exists to bring clarity to Pax Fauna's mission by explaining the meaning and reasoning behind key words and phrases in greater depth.

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| <b>"accelerating the emergence"</b> | The mass movement we envision is not something any one small organization could claim totally responsibility for. Over recent decades, countless people have helped lay the foundations of such a movement, and others continue to this day. We believe we have a lot to offer to these efforts, while recognizing we are one part of a large ecology of change.                                                                                               |
| <b>"highly intelligent"</b>         | We envision a movement which is not only profoundly informed of available lessons from past and current movements, but which prizes innovation, is able to sense the impacts of its actions, and learns and adapts quickly in response; a movement which equally values intellectual rigor and intellectual humility, which does not create impediments to entrepreneurially-minded participants joining and quickly putting their creative ideas into action. |
| <b>"collaborative"</b>              | The dominant culture in our society emphasizes competition and scarcity, ways of thinking which are deeply counterproductive for grassroots movements. We strive to remember that everyone working towards a more compassionate world is on the same team, see their triumphs and setbacks as our own, and do everything we can to support and empower them, even when we strongly disagree.                                                                   |
| <b>"Nonviolent"</b>                 | We are rooted in the long philosophical tradition of principled Nonviolence, from Shakyamuni Buddha to Dr. Martin Luther King, Jr. and up until today. We refuse to hate those people who are causing tremendous harm, seeking in every moment to restore                                                                                                                                                                                                      |

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|                                                | the dignity of all beings, no matter what violence they have suffered or perpetrated.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>“grassroots social movement ecosystem”</b>  | Pax Fauna exists to bring about mass participation in the animal freedom movement by tens or hundreds of thousands of people. We doubt that a single organization, at least in the traditional sense, is the best way to organize this many activists. Instead, we envision a network of independent organizations, which may or may not operate with a shared brand but which draw on a common body of knowledge and resources to organize in similar ways. Several organizations may even exist within a single city, allowing for a greater degree of choice by participants while enabling them to easily join their power together when needed.                                                                                                                                                                                                                                                                                            |
| <b>“abolish the animal slaughter industry”</b> | We believe a broad coalition can be built around the goal of completely ending the commercial trade in animals’ bodies. Realistically, achieving this goal in the near term would almost certainly mean that hunting and very small scale animal farming would continue, along with a black market trade. It also deliberately neglects other ways humans exploit animals, such as zoos and medical research. Still, this goal would allow us to hugely improve the circumstances of nonhuman animals while postponing many of the thornier policy issues that must be addressed to fully include animals in a Nonviolent world.                                                                                                                                                                                                                                                                                                                |
| <b>“in the United States”</b>                  | We have seen many attempts, both organized and spontaneous, to build international grassroots movements which share a common DNA (message, strategy, and organizing structure). These attempts have convinced us that DNA must be designed with a specific national context in mind. The cultural and political landscapes of different countries are simply too diverse for a single movement to thrive in several, with the possible exception of countries which are as geographically and culturally close as Canada and the United States. These efforts also run the risk of recreating colonial dynamics and tamping down indigenous movements which are better suited to the local context. Pax Fauna intends to fully focus our direct movement-building efforts on our home in the U.S., while carefully documenting what we do and learn in the hopes of eventually sharing those lessons with movement builders in other countries. |
| <b>“conducting research”</b>                   | This does not simply refer to reading books and studying existing data, though that is something we’ve done a great deal of and continue to do. Pax Fauna also plans to conduct original research.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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|                                                                    | <p>For instance, to design a new grand narrative about animal freedom, we plan to conduct focus groups, surveys, and other forms of public opinion research. And as we move into launching a social movement organization, every day will be a research project to find out what does and doesn't work at each phase of the movement. We will thus use the scientific method to hone our approach at every step.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p><b>“educational, informational, and material resources”</b></p> | <p>From our experience as organizers in local grassroots organizations, the main limitations these community organizations experience is not money. Instead, we lacked knowledge. The kinds of resources we needed could be scaled infinitely: detailed, accessible guides instructing organizers in how to do a broad range of tasks or projects. Online trainings organizers could watch on their own time to learn more about the hard and soft skills of community leadership. Even things like beautiful brand-consistent designs for promotional posters, and an easy way to modify them for local purposes, as well as things like stickers or protest placards which could be ordered cheaply in large volume and distributed by a central support organization. These are the kinds of resources we aim to offer, along with a sophisticated digital platform to organize all of it.</p>                                                                                                                                        |
| <p><b>“local advocacy communities”</b></p>                         | <p>We believe the lifeblood of a grassroots movement is in local instances of community organizing, rather than in any centralized national leadership connecting them together. Coordination is valuable and a central organization could provide badly needed support, all the more so if it views itself as subservient to the local level: the place where new activists come in, find a community, are transformed through active participation, and eventually become organizers themselves, all on a part-time capacity while continuing to work a job, go to school, or raise a family. Our movement will be designed around those experiences and the people who have them. This is connected to the principle that “the revolution will be staffed by people who believe the revolution will not be staffed.” While a cadre of full-time workers is necessary, they can be most impactful if they understand their job is not to do the work themselves, but to enable the local grassroots to take ownership of the work.</p> |
| <p><b>“seize the narrative”</b></p>                                | <p>There are many organizations in the animal movement focused on negotiating with institutions to win discrete policy changes. Mass movements are better tailored to cultural change. While the organizations supported by Pax Fauna may organize around</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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|                                               | <p>instrumental policy demands, their primary purpose is social theater meant to force the issue of animal freedom into the spotlight, reframe the debate around it on our terms, and ultimately stigmatize the opposition. We will help the grassroots stay focused on this objective and to hold instrumental demands and campaigns as a secondary objective.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p><b>“controversial mass protest”</b></p>    | <p>Mass protest is absolutely key to our theory of change for a number of reasons. First, mass protest participation tends to be more transformative for participants than other forms of activism, turning people into dedicated evangelists for the movement’s narrative. Second, disruptive protest and the controversy it generates is the most effective tool marginalized movements and issues have to attract attention to their grievance. As long as the protest remains Nonviolent, this controversy generates positive polarization, whereby undecided members of the public are brought over to support the protest over time, in part because of the response of reactionary opponents who isolate themselves with antisocial rhetoric.</p>                                                                                     |
| <p><b>“scalable community organizing”</b></p> | <p>We do not expect to spark a mass protest movement for animals overnight. It will take time to incrementally build the movement’s power up to the point where we can truly force our demands. This will involve smaller instances of disruptive protest to gather attention, but crucially, that attention must be harnessed to bring new supporters into the movement and retain them. We believe the lack of effective, scalable structures for building local communities and continually absorbing new members has been the primary obstacle for animal freedom movement building efforts until now. A very large portion of Pax Fauna’s energy will be dedicated to helping local community organizations solve the puzzle of sustainably building participation over time up to a level of serious cultural and political power.</p> |