



Your path through our guides and toolkits

Work through our resources to build a strong foundation for your communications

start here >

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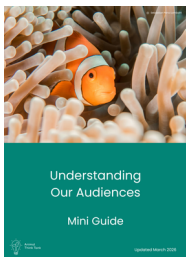


NARRATIVE CHANGE GUIDE

Learn why narratives matter, how to crowd out harmful dominant narratives and amplify helpful ones, and shape what society sees as true, normal, and possible

- ✓ Use the [narrative strategy checklist](#) to sense-check strategic comms at a campaign level

2



AUDIENCES GUIDE

Understand audience journeys, stages of change, and what makes messages resonate for different segments

- ✓ Use the [audiences checklist](#) to understand where your segments are, and nudge them move forwards on their hearts, minds and actions journey

3



FRAMING GUIDE

Explore how framing shapes what feels right or wrong, present issues through research-backed frames that resonate and open up persuadable audiences, rather than shut them down

- ✓ Use the [framing checklist](#) to structure more effective longer messages

4



LANGUAGE GUIDE

Close the divide between humans and other animals with intentional, active language choices that help people connect

- ✓ Use the [language checklist](#) to centre animals, and swap words or phrases that accidentally reinforce or normalise harm

5



COMMUNICATIONS TOOLKIT

A practical guide to the core strategies behind persuasive messaging for animal freedom

- ✓ Use the [quick comms checklist](#) to sense-check your comms campaign strategy and messaging

More guides coming soon

Values

Images

Storytelling

How to run focus groups

Want to be the first to find out when our latest guides land? Join the narrative change newsletter for research, insights and new resources straight to your inbox

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