



YOUR TOOLKIT

Materials Included

Before Your Bake Sale

- Letter from Greenpeace US Whale Project Leader
- Instructions for your bake sale

During Your Bake Sale

- Petitions
- Fact sheets
- Sample letter to the Bush Administration
- Phone call fliers
- Phone call tally sheet

After Your Bake Sale

- Completed bake sale form

Dear bake sale organizer,

Thanks for hosting a bake sale to save the whales!

While most people believe that the whales were saved in the 1970s, the truth is that since an international moratorium on commercial whaling entered into force in 1986, more than 25,000 whales have been hunted and killed, their meat sold in Japan, Norway and Iceland. These countries have used loopholes and exceptions in international law to continue commercial whaling, even though the international community agreed in no uncertain terms that commercial whaling should be stopped in every ocean around the world.

Australia, the United Kingdom and the United States once had some of the largest commercial whaling fleets, but they have since accepted that whaling is a thing of the past. Now Japan needs to understand that too. Only one country has the diplomatic wherewithal to do that: the United States. With the International Whaling Commission meeting in May, now is the time for the U.S. to step up to the plate.

So how can a bake sale make a difference? When you get out and bake for the whales, you join hundreds of others on the weekend of April 28-29, hosting bake sales to raise awareness, engage the public, and pressure the Bush Administration to stand up and defend the whales.

And it's fun. You pick a good spot in a public place -- a park, a sidewalk, in front of a friendly store, where lots of people will see you. You can lure passersby with a festive table, decorated with signs, pictures and even origami whales. Bake your oatmeal cookies, cherry pie or banana bread in the shape of a whale and folks are sure to stop by! Once they're there, you can tell them about the whales and help them take action to defend them.

With a weekend of bake sales in neighborhoods across the country, we'll make hundreds of phone calls, get thousands of petition signatures, and send a strong message to the US government to stand up for the whales.

Everything you need to pull off a successful event is in this kit. Start now, and you'll have plenty of time to line up bakers and volunteers.

They may be the largest creatures that inhabit our earth, but that doesn't mean we can't save the whales one cookie at a time!

Onward to the kitchen!

Chef Karen Sack

Instructions for Your Bake Sale

Thanks for holding a bake sale to save the whales! Here is a guide to help you plan your event. **This contains important information and checklists, so please read it carefully.** If you have a question that isn't answered here, check out the Frequently Asked Questions document at www.greenpeace.org/usa/bakesales.

Goals for Your Bake Sale

There are a couple of key goals for your bake sale: to **educate people** and to **help people take action to defend whales**. In addition, the money you raise will go to Greenpeace's campaign to save the whales. We appreciate your help!

You can raise awareness about the whales by talking to people and passing out fact sheets. Most folks will be shocked to learn that more than 1000 whales die for profit each year. This year is a pivotal one for the whales. The upcoming meetings in May are a crucial opportunity to reverse the recent pro-whaling trend at the International Whaling Commission. But the U.S. government must play a much stronger role than they are currently.

At your bake sale, you can generate pressure on our government to save whales. Here's how:

- 1) **Phone calls.** In your kit there are a few **phone call fliers** with a sample message and phone numbers for the White House, the State Department, and the Commerce Department. You can photocopy and cut these half-page fliers and hand them out to the public. The best way to generate calls is to ask folks to make a call right then, at your table. Most cell phone plans offer free weekend minutes, so if you have a mobile phone, bring it with you to use for these calls. You can dial and hand the phone and a flier to a willing passerby.
- 2) **Petition Signatures.** You'll find some petitions in your kit as well. You may want to make more copies. Be sure to bring extra pens! If you have volunteers helping you out, they can take a clipboard out in front of the table to recruit folks to sign a petition to save the whales. This pro-active petitioning is a sure way to get more signatures. You can make a clipboard out of cardboard. Just rubber band the top and the bottom to secure the petitions to it.

- 3) **Hand-written letters.** You can also encourage people who are enthusiastic about the campaign to write a letter to the U.S. Government. Enclosed is a sample letter that they can put in their own words. You could bring extra paper and envelopes for folks to write letters at the table, or you could make copies of the sample letter to hand to anyone who's interested.

Your Bake Sale Location

Most importantly, find a location that will have good foot traffic at the time when you are holding your bake sale, whether it's at your house, on your street, in a park, in front of a cool coffee shop, or somewhere else. You can even hold your bake sale in your house and invite your friends. If you hold your bake sale in a public location and you're not sure if it's okay to be there, it's worth asking permission first. You don't want your bake sale to be interrupted or shut down in the middle. If you don't have a table, an ironing board works nicely as a make-shift table.

Recruit Some Helpers

Invite friends, family, and neighbors to help out. They can bake something and drop it by or help out at the table selling goodies, or recruiting folks to sign petitions or make phone calls. To invite some friends, just click "**login for hosts**" at www.greenpeace.org/usa/bakesales to manage your event. You'll see the name of your event, and a link that says "**manage**". Click on that and you'll see your event management page. There's a link there that says "**send invitations**". Fill in the email addresses for anyone you'd like to invite, write a message in the lower box, and send. Please ask them to RSVP online so we can see which events have lots of help and which still need help.

We'll invite other Greenpeace supporters in your area to help out, but it's really up to you to line up bakers and volunteers. We strongly recommend that you follow-up your email invitations with a personal phone call.

Confirm Your Helpers

If you scroll to the bottom of your host management page, you'll see a list of anyone who has RSVPed online, under "**attending**". In the links at the top right click on "**contact all attendees**" to send them an email. To avoid problems, we encourage helpers not to attend events where they haven't received confirmation of the event details from the coordinator. So it is essential that you contact your registrants to confirm the time and place of the bake sale. They are expecting to hear from you before attending. You'll also want to contact your helpers to coordinate the details, for instance, to find out what they're bringing if you haven't heard or when they will drop it off.

Supplies Checklist

- ___ Table (you can use an ironing board for this), maybe chairs for you to sit on
- ___ Small paper plates/napkins to serve on & cups if you're selling drinks
- ___ Knife/spatula to cut & serve food
- ___ Plastic wrap or sandwich bags to keep food covered or to wrap individual portions
- ___ Money to make change—\$1 bills & quarters are great, so you may want to bring a roll
- ___ Signs – for your table and to direct people in the area to your table
- ___ Tape to hang your signs & pens (bring extras!) for people to sign the petition or write letters
- ___ Digital camera if you have one, to take pictures & upload them to our site afterward
- ___ Poster to use for directional signs and at your table
- ___ Fact sheets (in this toolkit)
- ___ Petitions (in this toolkit)
- ___ Phone call fliers and phone call tally sheet (in this toolkit)
- ___ Sample letter (in this toolkit)
- ___ Suggested: a cell phone that folks can use at your table to call the White House
- ___ Optional: balloons, origami whales, or other decorations to attract people to your table

Holding Your Bake Sale

Try putting up signs around the area where your bake sale is to attract people to your table. You may also want to eliminate change by pricing things in round dollar amounts, or having paper plates of 1-2 items (for example, a plate of 2 cookies for \$1, or a piece of cake for \$2). The prices you set are “suggested donations” -- in some places you need a permit to sell items as fixed prices. Suggested donations are permissible.

In addition to food, you might want to sell juice or soda—baked goods make people thirsty, and if it’s warm out, your drinks may be your best-selling items.

Your bake sale is a good way to show grassroots support for the whales, to educate the public, and to generate pressure on the Bush Administration. Fundraising is another way that you can help with the campaign. You can

increase the amount you raise by asking people to "round up"—they could pay \$10 for a cookie instead of \$1, with all the proceeds going to Greenpeace. If people want to contribute checks, they're welcome to make them out to Greenpeace, Inc. And if they only want to donate by credit card, you can direct them to the website: www.GreenpeaceUSA.org

Lastly, if you have a digital camera please take pictures! You can upload them online at www.greenpeace.org/usa/bakesales or email them to whaledefenders@wdc.greenpeace.org. We'll feature the pictures on our website, and would love to see pictures of your event.

After the Bake Sale: Important Checklist

When you're done with your bake sale, we need you to report how everything went, and to mail any checks or money orders to the Greenpeace office. **Here is a step-by-step checklist to follow after your bake sale, please read it through carefully.**

___ Add the tally for the phone calls that were made

___ Add up the petition signatures that you collected

___ Add up the number of letters that were written

___ Count the money that you raised

___ Visit **www.greenpeace.org/usa/bakesales** and click on “**survey**” to let us know how your bake sale went. Please report totals for the information above, and relate any fun stories about your day. We need to know how much money was raised, and how much pressure we were able to generate across the country, so don't skip this step!

___ Upload the best pictures from your bake sale to www.greenpeace.org/usa/bakesales. There will be a link to upload pictures on the right side of the page.

___ Write a check or get a money order for the value of all cash and change. Please make it out to **Greenpeace, Inc.**

___ Fill out the **Completed Bake Sale Form** that's included in your kit

___ Mail the Completed Bake Sale Form, any checks or money orders, and your completed petitions to Greenpeace. Please mail these items as soon as possible **to Greenpeace USA, 702 H Street, NW, Suite 300. Washington, D.C. 20001.**

Have a question that wasn't answered here? Check out our Frequently Asked Questions online at www.greenpeace.org/usa/bakesales. If you don't find answers there, feel free to email us at whaledefenders@wdc.greenpeace.org.

HAVE FUN!



Defending the Whales
whales.greenpeace.org/us

Dear Mr. President,

For more than three decades, the United States led international efforts to save whales by adopting a moratorium on commercial whaling. The moratorium's implementation in 1986 was both a victory for whale conservation and a milestone for U.S. environmental diplomacy. But the U.S. government seems to have forgotten about the whales and the huge amount of support that there is for whale conservation among the American public. As a citizen and voter, I ask that your Administration use all the diplomatic means at its disposal to defend and secure the international moratorium on commercial whaling and immediately stop all whaling in the Southern Ocean Whale Sanctuary.

Sincerely,

Name _____ City, State _____

Email _____ Phone _____

Interested in getting involved?

Name _____ City, State _____

Email _____ Phone _____

Interested in getting involved?

Name _____ City, State _____

Email _____ Phone _____

Interested in getting involved?

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Email _____ Phone _____

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Email _____ Phone _____

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Name _____ City, State _____

Email _____ Phone _____

Interested in getting involved?

Please return completed petitions to:
Greenpeace USA – Grassroots Department
702 H Street, NW, Suite 300
Washington D.C. 20001

Japanese Whaling & the International Whaling Commission

Tel: (202) 462-1177
Fax: (202) 483-8683

702 H Street, NW,
#300
Washington, D.C.
20001

**www.
greenpeaceusa.
org**

Since 1971 Greenpeace has been a leading voice of the environmental movement. We work throughout the world to protect oceans and ancient forests, and to fight toxic pollution, genetic engineering, global warming and nuclear threats. Without compromise, Greenpeace takes on powerful political and corporate opposition to protect the future of our planet.

- **Historical Whaling in the Antarctic**

Whaling in Japan began 400 years ago. Hunts were restricted to a few areas and nets were used to catch the whales. At this time, eating whale meat was a tradition in some areas of Japan. In 1934, Japan began more modern whaling in the Antarctic. Before then, Antarctic whaling was conducted mainly by countries such as Norway and the United Kingdom.

- **How the Whales Saved the Japanese People**

During World War II, virtually no whaling took place in the Antarctic. In 1945, after two Japanese cities (Hiroshima and Nagasaki) had been bombed and the war had ended, whaling began again out of necessity. The U.S. allied forces occupied Japan and trade routes between Japan and other countries were not open. Without certain imports, the Japanese were not receiving enough protein and the people began to suffer from malnourishment and starvation. With limited options, American General Douglas MacArthur gave permission to the Japanese people to send a whaling fleet to the Antarctic to bring back whale meat to feed the people. The Japanese people were saved from starvation and whaling in the Antarctic resumed.

- **Antarctic Whaling Today**

Following the decimation of whale species across the world's oceans by commercial whaling in the 19th and 20th centuries, the international community agreed to establish an indefinite moratorium on commercial whaling. It entered into force in 1986. But the Fisheries Agency of Japan (FAJ) has continued whaling in the Antarctic, claiming it is for scientific purposes. And over the years, the number of whales hunted has increased. A powerful part of the Japanese bureaucracy, the FAJ is not answerable to the Japanese public. The FAJ claims that eating whale meat is a Japanese tradition, despite growing public sentiment to the contrary – recent polls show that 69% of the Japanese public do NOT supporting commercial whaling in the Southern Ocean Whale Sanctuary.

- **The International Whaling Commission (IWC)**

This year, the International Whaling Commission (IWC) will meet in Anchorage, Alaska. It will be the 59th meeting in the organization's history. The IWC was established to try and regulate whaling and conserve whales. It first met in 1949, and has met every year since. The Commission's Scientific Committee will meet for two weeks, followed by a week of working groups, and then the main political meeting where the decisions are made takes place from May 28-31.

- **From Regulating Whaling to Conserving Whales**

In 1972, the United Nations Conference on the Human Environment passed a resolution by 52 votes to 0, calling for a ten-year moratorium on commercial whaling. Similar resolutions were introduced at the IWC in 1972, 1973, and 1974; however, none were passed until an influx of conservation-minded nations allowed a series of protective measures to be adopted. In 1979, the IWC banned the hunting of all whale species (except minke whales) by factory ships, and declared the entire Indian Ocean a whale sanctuary. This was followed by the adoption of an indefinite global moratorium on commercial whaling, in 1982, to take effect in the 1985/86 Antarctic whaling season. The last major conservation measure adopted by the IWC was the declaration of the entire Southern Ocean as a whale sanctuary in 1994.

- **Loopholes and Evasions**

Despite the moratorium on commercial whaling, loopholes in the IWC convention allow commercial whaling to continue disguised as 'science'. Also, under IWC regulations, any member country can lodge an objection to an IWC decision within 90 days of that decision being made, and thus be exempt from that decision. Three countries have used these two mechanisms to dodge complying with the global moratorium on commercial whaling:

- **Norway** lodged an official objection to the moratorium in 1982, and is not bound by it. It continues to hunt minke whales in the North Atlantic.
- **Iceland** left the IWC in 1992 but rejoined in 2003 with a reservation to the moratorium. It began commercial whaling in late 2006.
- **Japan** conducts commercial whaling in the Antarctic and North Pacific under a loophole in the IWC convention that allows countries to kill whales for "scientific research." It began this "scientific whaling" in the Antarctic in 1987, and in the North Pacific in 1996. The IWC has repeatedly requested that Japan not conduct this "research," but under IWC rules, Japan is free to ignore the IWC and set its own quotas. The meat from this "research whaling" is packaged and sold in stores and markets across Japan.

- **WHAT YOU CAN DO**

Under the guise of science, or just by opting out of the system, thousands of whales are commercially hunted across our oceans each year. Yet whale populations, already compromised following decades of too much hunting, now also face threats from ship strikes, underwater noise pollution (like sonar), and climate change. Enough is enough! Commercial whaling has no place in the 21st Century. You can help by taking action to remind our decision-makers that plenty of work still needs to be done to save the whales:

- ✓ Make a phone call to ask the Bush Administration to do everything in their power to defend the whales.

President Bush, White House: (202) 456-1414

Secretary Rice, State Department: (202) 647-4000

Secretary Gutierrez, Commerce Department: (202) 482-2000

- ✓ Visit our Whale Defender website at www.whales.greenpeace.org/us. Download the whale activist toolkit, and join thousands of folks from around the world who are taking action to defend the whales. You'll find fact sheets, petitions, sample letters, and other materials to help you make a difference.
- ✓ Become a Greenpeace Supporter at www.greenpeaceusa.org

Sample Letter to the Bush Administration:

Here is a sample letter that you can hand-write and mail in separate envelopes to the Secretary of State, the Secretary of Commerce, and President Bush. We encourage you to put this in your own words.

Our plan is to send hundreds of letters from across the country, to demonstrate support for U.S. action to save the whales. Can you think of anyone else you could get to write a letter? Your family members or friends? A group you belong to? Maybe you could hold a letter-writing party, or set up a table with extra pens, paper, and envelopes at an event? Be creative!

SAMPLE LETTER

The Hon. Condoleezza Rice, Secretary of State
U.S. Department of State
2201 C Street NW
Washington, DC 20520

The Hon. Carlos Gutierrez, Secretary of Commerce
US Department of Commerce
1401 Constitution Avenue, NW
Washington, DC 20230

President George W. Bush
The White House
1600 Pennsylvania Avenue, NW
Washington D.C. 20500

Dear Madam Secretary/ Mr. Secretary/ Mr. President,

For more than three decades, the United States led international efforts to protect the world's whales from commercial whaling. This led to the commercial whaling moratorium of 1986, which was both a victory for whale conservation and a milestone for U.S. environmental diplomacy. But the U.S. government seems to have forgotten about the whales and the huge amount of support that there is for whale conservation among the American public.

Since 1986, more than 25,000 whales have been killed. Of these, 9,220 whales were killed under the guise of 'scientific research' by the Fisheries Agency of Japan's 'scientific' whaling fleet, including nearly 8000 whales within the Southern Ocean Whale Sanctuary. In 2006/07, the same fleet plans to kill another 1325 whales in the Southern and North Pacific Oceans, including endangered fin, sperm and even humpback whales. A growing number of whales are also being killed commercially by Norway and Iceland.

The whales clearly need the U.S.

In May of this year, the IWC will take place on U.S. soil. Please stand up and lead the way in defending the whales so that whale hunting for commercial purposes under whatever guise is stopped, calm returns to the Southern Ocean Whale Sanctuary, and the government of the United States can stand up with its citizens for the whales and the oceans that give them life.

Sincerely,

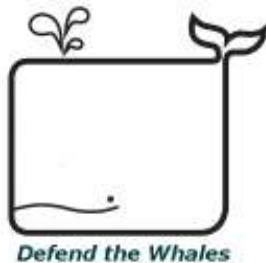


Last year alone, well over 1000 whales died for profit. Please make a call today – YOU can help end this practice, once and for all.

SAMPLE MESSAGE

- Please use all your diplomatic power to defend the whales.
- Don't let the International Whaling Commission vote to resume commercial whaling.

Department of Commerce	State Department	White House
Secretary Gutierrez	Secretary Rice	President Bush
(202) 482-2000	(202) 647-4000	(202) 456-1414



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Department of Commerce	State Department	White House
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PHONE CALL TALLY SHEET

Use this form to keep track of how many phone calls you're able to generate to each target during your bake sale. At the end of the day, please let us know your totals by filling out the survey at www.greenpeace.org/usa/bakesales

President Bush White House 202-456-1414	
Secretary Rice State Department 202-647-4000	
Secretary Gutierrez Commerce Department 202-482-2000	

Completed Bake Sale Form

Please fill this form out when you're done with your bake sale and mail it, along with any checks or money orders, in the envelope provided in your bake sale kit. No postage is necessary, just drop it in the mail as soon as possible!

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Grassroots Numbers

Total Phone Calls: _____

Total Petition Signatures: _____

Total Hand-Written Letters: _____

Fundraising Numbers

Total number of enclosed checks: _____

Total amount raised: _____

Comments (please include any comments below or on the back)