

# Wayne Pacelle's Leadership Influence on Proposition 2 in California 2008



**Wayne Pacelle**

President & CEO of The Humane Society of the United States

## Personal Leadership Traits

- Passionate
- Ability to Adapt
- Patient: willing to make small strides to achieve long term vision
- Willingness to Challenge Orthodoxies
- Willingness to Learn Opposition's Point of View
- Developed reputation as someone who is willing to fight and willing to negotiate
- Telegenic

**Cultivation of Support**

Broadened approach to interest a wide range of people: foodies; those interested in food safety, quality and/or production; church-goers and religious leaders, Republicans, environmentalists, and those concerned about rural America

Worked to raise public awareness

Stated the issue as a more-palatable mainstream message

Used a wide variety of media: press releases, web stie, You-Tube, television (Ellen DeGeneres and Oprah Winfrey shows)

Worked with animal rights groups, i.e. Farm Sanctuary

**Collaboration**

Used ballot measures to tale issues directly to the public to circumvent Big Agriculture's lobbying influence on legislators

Included preventive considerations on ballot measure

Created ballot measures with modest reforms with larger appeal

**Ballot Measures**

Used strategic choice of campaign fronts —what issues, when and where to confront (which states)

Investigated opponents' for legal action

**Campaign Strategies**

Merged the Humane Society with several smaller animal-welfare groups, bringing their top leaders on board

Employed investigation, litigation and campaign teams

**Organizational Development**

**Long Term Strategic Priorities**

**Humane Society's Mission Statement:**  
*Celebrating Animals, Confronting Cruelty.*