



The Accidental Activist: Stories, Speeches, Articles, and Interviews by Vegan Outreach's Cofounder

Matt Ball

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Not every activist starts out with the goal of changing the world. Some have their life shaped by chance, quirks of timing, and strange coincidences. And an unwillingness or simple inability to fully ignore the horrors perpetrated on animals today.

Since Matt Ball learned of factory farms well over a quarter century ago, his journey has been anything but linear. Instead, his evolution has been fraught with denial, regression, conflicts, and failures. Matt's evolution shows that not every activist is a confident extrovert with all the answers. His struggles often publicly played out in written form, in newsletters, mailings, blogs have influenced, directly and indirectly, countless individuals.

Even though accidental and reluctant, the hard-learned but ultimately pragmatic lessons Matt shares in this book are changing the world. Having learned from years of mistakes, his insights can help others be effective and, hopefully, happier as well. As Peter Singer notes, A new future is in sight, one that Matt, Vegan Outreach, and other advocates are hard at work creating. This book can help each of us be a part of bringing about this new future.

Matt Ball is a terrific human being and a seasoned campaigner who really knows his onions. In this book, he ably condenses his decades of experience, public outreach, and good deeds into an irresistible, practical guide for the ethical Everyman. Buy this book and give it to anyone who aspires to do right and do good.

Ingrid Newkirk, President People for the Ethical Treatment of Animals

Eloquent and inspiring, The Accidental Activist is essential reading for any animal advocate. Read this book and I can guarantee that you will come away uplifted, determined, and armed with exactly the information you need to change the world for animals. **Virginia Messina**, MPH, RD co-author of Vegan for Her, Vegan for Life, and The Vegan Sourcebook

Tired of feeling frustrated? Starting to feel like it's hopeless? Don't waste another minute: read this book, get inspired, and maximize your effectiveness! **Jon Bockman**, Executive Director Animal Charity Evaluators

Matt Ball is a thought leader in the animal movement who has helped pave an important path towards more pragmatic advocacy. For years he's inspired many not to focus on activism that may feel good, but rather on what's actually effective. **Erica Meier**, Executive Director Compassion Over Killing

Matt Ball presents activists with the most important question: How can I do the most good? His essays are required reading for all our staff and interns. **David Coman-Hidy**, Executive Director, The Humane League
Matt Ball is the activist's activist. His mantra is effectiveness; his style is cool, calm, and collected; and his driving force is a palpable passion to end suffering. If you want to find out how to make your life matter, this collection of his wisdom is necessary reading. **Jasmin Singer** and **Mariann Sullivan**, Our Hen House

There are few people whose work I have more respect and admiration for than Matt Ball. A true pioneer, Matt has put veganism on the map, sparing millions of animals from suffering on factory farms. I am excited that this book exists and hope it will serve as a textbook for new and veteran advocates alike. **Kristie Middleton**, Food Policy Manager The Humane Society of the United States

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