

## Are there any factual claims made in this paper that are not true.

### No, this piece mostly gives advice rather than checkable factual claims, and none of its concrete claims are shown to be false in the text

This document is a practical “how-to” briefing on using outreach cards in vegan advocacy. It contains almost no empirical or historical claims that could be directly verified or falsified from within the text itself.

#### Nature of the Claims

Most statements are **practical advice or opinion**, such as that outreach cards can make it easier to start conversations or that personalization “lets them know you’ve been listening” (). These are not factual in the strict scientific sense; they are evaluative or motivational.

Several statements describe **what the cards are and how to use them**, for example that they are business-card sized, have fill-in-the-blank sections, and that two Canva designs are available (). Within the document, these are consistent and not contradicted.

#### Claims About Effects

The strongest “effectiveness” claims are modest and hedged. For example, it says the card “greatly increases the chances” someone will explore further and that a real-world anecdote “seems likely” to show a positive effect (). These are framed as plausible inferences or personal experience, not as proven facts or quantified outcomes.

The briefing explicitly notes that the real-world example cannot establish causation (), which avoids an over-strong factual claim.

#### Use of Sources

The document acknowledges that it has **no footnotes** or cited empirical studies (), so it does not present itself as evidence-backed research.

#### Conclusion

Within the provided text, there are no specific factual statements that can be identified as outright false; the content is mainly descriptive, advisory, and anecdotal, and it generally avoids making strong empirical claims that could be disproven from the document itself.

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#### References

Outreach Cards: Why They Work and How to Get and Use Them.