



Very  Veggie Movement

ORGANIZATIONS
PARTNERSHIP
PROPOSAL



ABOUT OUR VISION



Amid the **COVID-19** pandemic, the Very Veggie Movement aims to unite people around the causes of animal rights and environmental protection, through shared lifestyle changes.

To do so, we are developing partnerships with outstanding organizations who like us, are passionate about a better, healthier future, to develop ways to make vegetarianism easy, accessible, and fun. We are also working at the grassroots level through in-person events, as well as online and social media discussions, to raise awareness and create open dialogue on vegetarianism, providing information and support.

The **Very Veggie Movement**, an initiative of **Tzu Chi USA**, adheres to the teachings of our founder, the venerable **Dharma Master Cheng Yen**, who guides us to live in harmony with the Earth. One way we do so is through **the adoption of a mindful, vegetarian diet**, showing sincere love and reverence for not only Mother Earth, but all who share this magnificent planet with us.

What do we hope to accomplish through the Very Veggie Movement?

- Forge & Maintain *ongoing partnerships* with local and national organizations.
- Limit the transmission of infection or disease from animals to humans by *adopting mindful, vegan, and vegetarian lifestyle choices*.
- We furthermore aim to *raise awareness* for how deeply intertwined our way of life is with the health of the planet, and specifically, the *changes in climate* generated by factory farming.
- Another facet of the Very Veggie Movement is centered on *compassion for all sentient beings*, and concerns the promotion of *animal welfare* through expanding one's awareness for the ways in which our societies raise, buy, and consume food.
- Advocate the adoption of a *vegetarian diet as a permanent lifestyle*.



PARTNERSHIP BENEFITS

ORGANIZATIONS



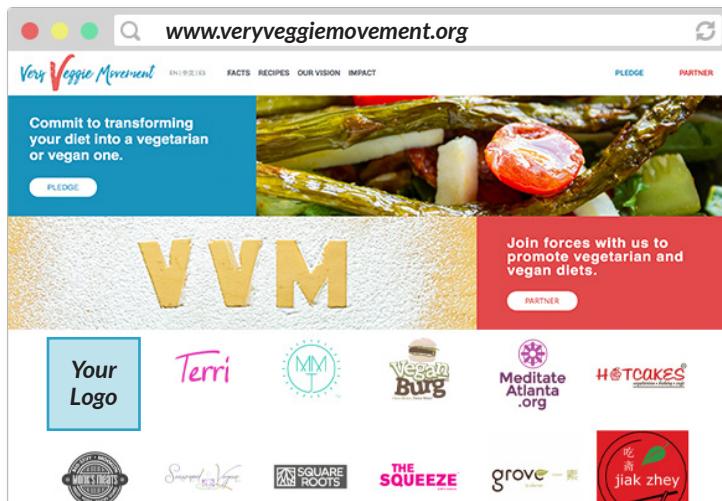
We ensure the following
benefits for our partners: ➔

Promotional Support

Your organization's constituents may receive access to **promotions** and/or **discounts** from **100+ local eateries and plant-based food producers** on our website.

Logo Placement

on our VeryVeggieMovement.org webpage



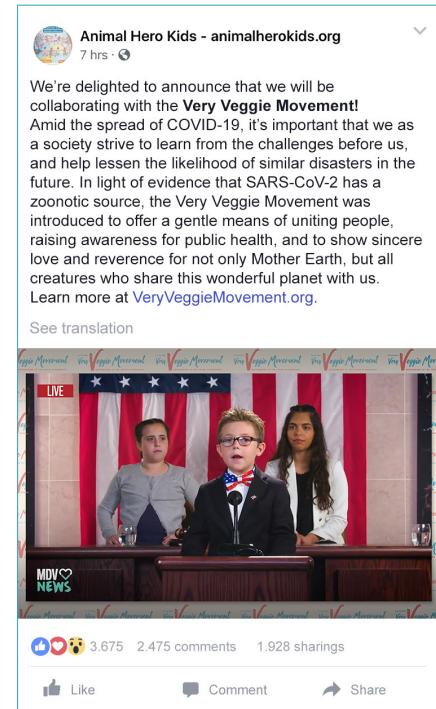
Cross-Promotion of Content

Sharing across our social media channels and newsletters to an audience with a combined **combined projected reach of 500,000** and growing for both the **Very Veggie** officially launching on July 15th, and for the global **Ethical Eating Day Movement** which takes place every January 11th.



Customized Paid Content

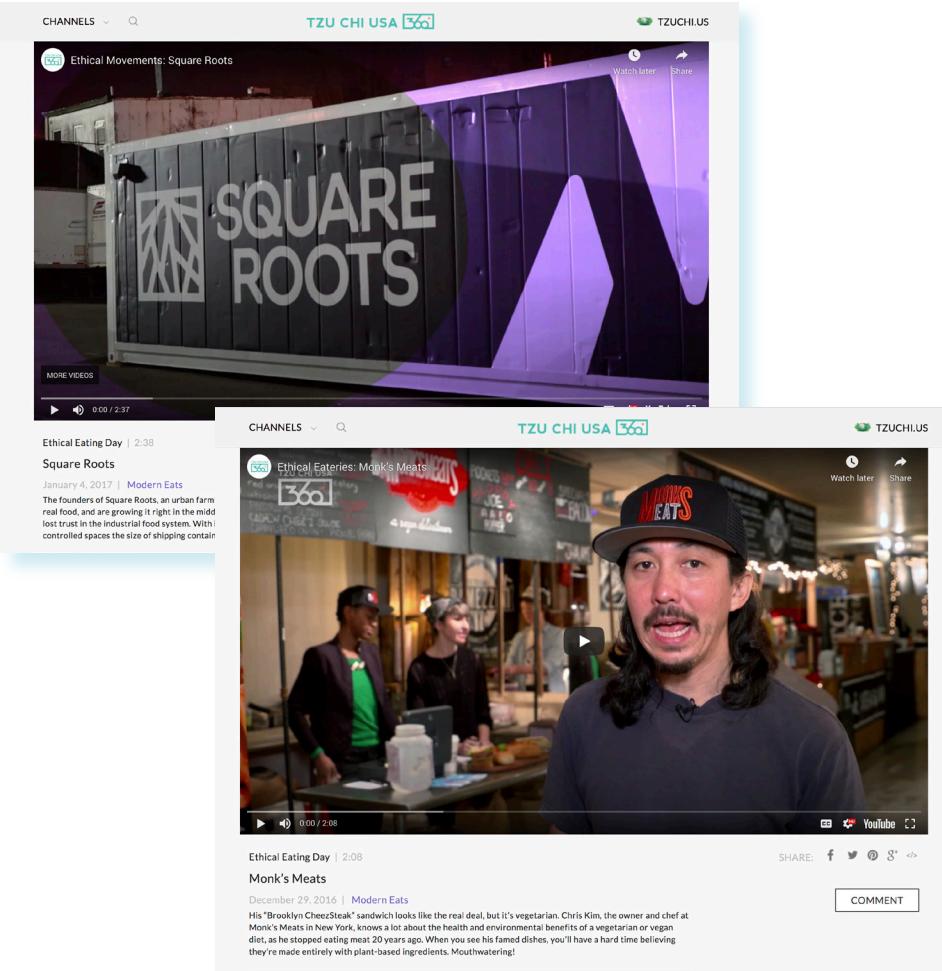
on our social channels.



Example: Animal Hero Kids

Potential Documentary Video Coverage

Example coverage: Square Roots



Example coverage: Monk's Meats

Invitation to participate in **Very Veggie Nights**, offering an opportunity to collaborate with local establishments and eateries, including mobile food venues.

Invitation to participate in LIVE “**Very Veggie Cook-Off**” events.

Invitation to our summertime “**Very Veggie Food Fest**” in August together with local vendors.



HOW TO JOIN

ORGANIZATIONS



STEP 1

Join as our partner by filling out the **Partners** form at
VeryVeggieMovement.org/partners



- Once we have reviewed your submission, our team will start to create your Very Veggie Movement promotional materials.



STEP 2

Start promoting Very Veggie Movement (including and not limited to website, social media platforms, and newsletters). These will also be shared on our social channels.



STEP 3

Take the pledge and invite your team, supporters, patrons, members, friends, and family to join in by pledging at VeryVeggieMovement.org

- Utilize discounts from our participating partners made available after pledging.



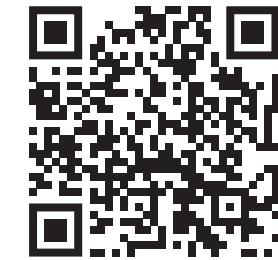
Additional Ways to Get Involved:

- You can help us raise awareness by spreading the word — [let other restaurants and organizations know about the Very Veggie Movement](#) so they can join in, too!
- [Participate](#) in any Very Veggie Movement events or activities of your choosing:
 - Enjoy vegetarian specials during “**Very Veggie Nights**” at participating local restaurants/establishments/venues.
 - Host a “**Very-Veggie Cook-Off**,” putting your own spin on one of our “**Very Veggie Recipes**,” to be shared online.
 - Join our summertime “**Very Veggie Food Fest**” in August with other local vendors.
- [Provide](#) related content to be cross-shared on our website and social media platforms.

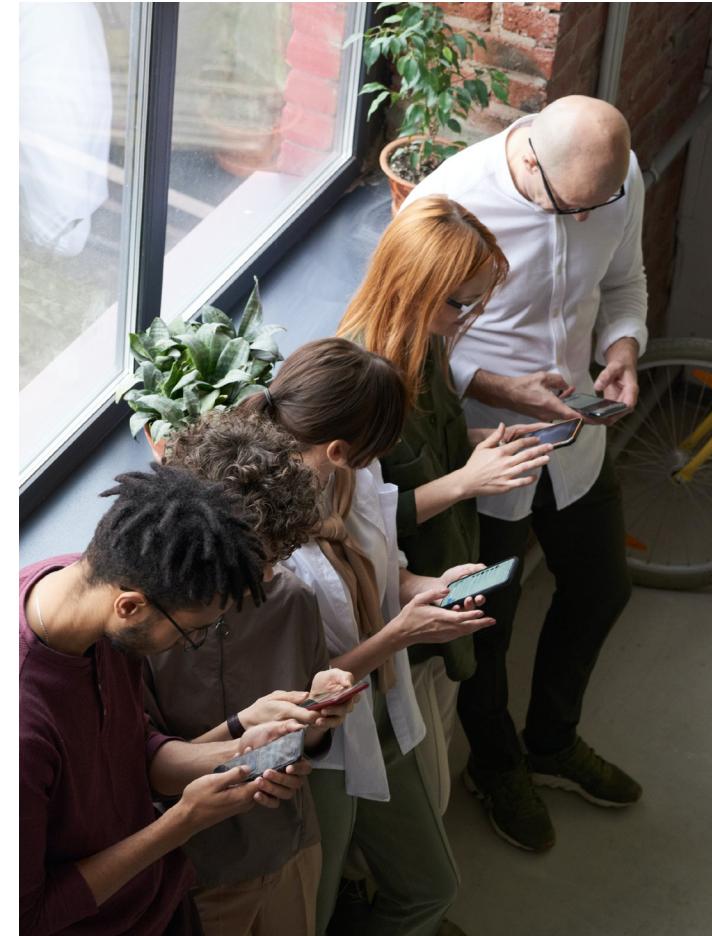
SOCIAL MEDIA PROMOTIONAL MATERIAL



PROMOTIONAL MATERIALS



Download promotional materials from
VeryVeggieMovement.org/partners



Announce this partnership
on social media or in
newsletters



— Here are some examples for
announcing your collaboration
with the Very Veggie Movement:

We've joined the **Very Veggie Movement!** In collaboration with this movement, we hope to unite people, raise awareness for public health, and show sincere love for the environment and all who we share this planet with. Learn more and pledge now at VeryVeggieMovement.org.

Want to do something positive for the environment? Join us in raising awareness for public health, and show your love for the planet and all who we share it with by taking part in the **Very Veggie Movement!** Pledge today at VeryVeggieMovement.org.

Exciting news: we've just joined the **Very Veggie Movement!** Learn more about the movement in support of the planet and public health by visiting VeryVeggieMovement.org, and consider taking the pledge yourself.

We have exciting news! There's a brand new movement beginning this **July**, and we've pledged to take part. Join the **Very Veggie Movement** with us and **Tzu Chi USA** in support of public health and living in harmony with the environment: VeryVeggieMovement.org

f Sample announcement

 Animal Hero Kids - animalherokids.org
7 hrs · 

We're delighted to announce that we will be collaborating with the **Very Veggie Movement!** Amid the spread of COVID-19, it's important that we as a society strive to learn from the challenges before us, and help lessen the likelihood of similar disasters in the future. In light of evidence that SARS-CoV-2 has a zoonotic source, the Very Veggie Movement was introduced to offer a gentle means of uniting people, raising awareness for public health, and to show sincere love and reverence for not only Mother Earth, but all creatures who share this wonderful planet with us. Learn more at VeryVeggieMovement.org.

[See translation](#)

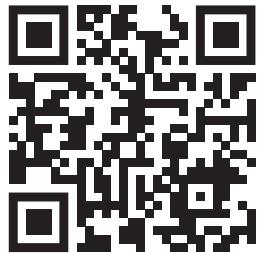


 3.675  2.475 comments  1.928 sharings

 Like  Comment  Share

THANK YOU

Ready to partner with us?



Sign up at
VeryVeggieMovement.org/partners

Please feel free to contact us at
partner@veryveggiemovement.org

Other Opportunities...

You can help us raise awareness
by spreading the word —
let other restaurants know about
the **Very Veggie Movement**
so they can join in, too!

@VeryVeggieMovement



For more information, please visit VeryVeggieMovement.org