



# PLANTPURE COMMUNITIES

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**ACTION SHEET:  
THE PLANTPURE COMMUNITIES  
RESTAURANT CAMPAIGN -  
GETTING STARTED**

**Restaurant Campaign**

Welcome to the PlantPure Communities Restaurant Campaign! Everyone goes out to restaurants to eat meals, at least occasionally. Wouldn't it be great if every restaurant offered at least one healthy, plant-based, oil-free meal on their menu? PlantPure Communities (PPC) has created this Campaign to do just that. Have you ever spoken to a waiter or restaurant manager to adjust a menu item to remove animal products and go lightly on the oil? If so, you are already participating! This Campaign offers the tools to take that conversation with the waiter and turn it into a plant-based, oil-free menu item. This Action Sheet provides an overview of the Campaign and guidance about how the various documents in the Campaign Toolkit fit together.

## **Campaign Objectives:**

1. To increase the number of plant-based, oil-free healthy food options available to everyone when dining out locally or away from home.
2. To shift the norm - so that it becomes expected that all restaurants offer at least one plant-based, oil-free menu option.
3. To engage thousands of people across the country who are part of the PPC Pod Network and offer a way to share successes and suggestions to continuously ramp up the Campaign.
4. To demonstrate to restaurant owners and managers that offering healthy plant-based, oil-free menu options is good for business.
5. To create a national 'buzz' by utilizing the compiled data of local action, advocacy reports, and press releases.

## **Participation in the Campaign involves the following key activities:**

1. Securing buy-in from the Pod Members to participate in the Campaign.
  2. Providing the Campaign Toolkit materials to facilitate the participation of Pod Members.
  3. Collecting reports regularly from Pod Members about their efforts (monthly or quarterly).
- Making the Campaign a permanent Pod Meeting Agenda item. Consider creating a committee and focusing on 5 to 8 restaurants to start. Showing restaurants that large numbers of people are interested is important.



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- Taking time at each Pod meeting to ask people to share their experience, capture successes using the *Template: Campaign Reporting Form for Pod Meetings* (printable form available in the Restaurant Campaign Toolkit), and learn from each other.
- 4. Filling out the Restaurant Campaign Certificate Application and Reporting Form to apply for a PlantPure Communities Restaurant Certificate or to report on healthy meals that have been added to restaurant menus – including electronic menus, special inserts/cards, specials boards, and traditional menus. This can be done by a Group Leader, Pod member or restaurant owner. For details about the Certificate, please review the *Action Sheet: Restaurant Certificate*.
- 5. Submitting stories to local media outlets to get the word out about the healthy new meal options. Refer to the *Action Sheet: Submitting Stories to Media Outlets* for information about writing a letter to the editor. Visit the templates section of the Restaurant Campaign Toolkit for a template letter: *Template: Writing a Letter to the Editor*.

## Key Documents to Get You Started:

Here are important documents we suggest downloading and printing out before you approach a restaurant:

- *Action Sheet: Implementation Strategies for the Restaurant Campaign*
- *Action Sheet: Restaurant Certificate*
- *Info Sheet: WFPB Diet Explained for Restaurant Owners/Managers*
- *Info Sheet: Plant-Based Cooking with No Oil for Restaurants.*
- *Info Sheet: Tips for Speaking with Restaurants*



We welcome your suggestions and ideas! Please send them to [info@plantpurecommunities.org](mailto:info@plantpurecommunities.org). This material may not be used out of context. Please refer to PPC's terms and conditions for more information. Updated February 2018.