



PLANTPURE COMMUNITIES

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ACTION SHEET: PROMOTING AND FUNDRAISING

Pods on Campus

Once your Pod is established on campus, it's time to promote it and fundraise. Use this Action Sheet for guidance on how to attract new Pod Members, create a presence on campus, and raise money to contribute to club funds.

Promoting the Club

Generate a positive and exciting buzz about the Pod and its proposed campus projects/initiatives. If possible, work with other groups or clubs (vegan or otherwise) to assist with promoting the club.

Establishing Membership: Develop an identity to attract new Pod Members with a catchy name, a purpose people can get behind, and regular meetings with prominent advertisement. Use your resources by asking friends to help spread the word, and use social media and other campus platforms to post about the new Pod. Create a buzz around the healthy and exciting initiatives you are undertaking as a Pod. Remember to be enthusiastic, welcoming, and believe in what you are doing!

Tabling: Setting up a table with flyers, banners, tri-fold posters, fun attractions, and food can be a great way to create a presence on campus. This can happen any day of the year, in a high-traffic location, such as a student center/union, library foyer, dining hall, or popular walkways. You could also table at a farmer's market or at any vegan, environmental, or health-conscious events occurring on campus and in the community. Think about what information your Pod can display on the table, such as information about a plant-based diet and why it's important, a description of the Pod Network and your Pod, and advertisements for upcoming events.



Banners and Flyers: You don't need to set up a table every time you want to promote your Pod. You can also hand out and post flyers, talk to people, or hang up a banner. Consider having Pod Members stand in high-traffic areas handing out brochures or flyers and engaging in conversations with students walking past. Post flyers in popular areas around campus, such as cafes, dining halls, bathrooms, lecture halls, and the student center. If your Pod is able to create a large banner, hang this in a student center to create a constant presence on campus.

Activity/Club Fairs: At the beginning of the school year, take note of the dates of any club fairs on campus. This will be your best opportunity to spread the word about your Pod and recruit interested members. Set up a table with attractive visuals, flyers/handouts, fruit or snacks, a sign-up sheet, and lots of information. Make sure you reserve a table before the deadline and recruit Pod and/or community members as well as friends to work the table.

Word of Mouth: Don't underestimate how much you and your Pod Members can advertise your club just by talking to people. Tell your friends, peers, professors, and local community members about your Pod and the initiatives you are undertaking. Ask them to tell their friends and anyone else who may be interested. Make announcements in classes about meetings and events, especially in science, nutrition, sustainability, and health classes. Attend other organizations' meetings and talk about your Pod, when appropriate.



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Fundraising

If the funding the college provides to a club falls short of your budget, your Pod may want to fundraise to cover expenses. To fundraise on campus, your Pod could sell vegan/plant-based baked goods or pieces of fruit. Make sure to check your college's policy about selling food. You may be able to collect donations in exchange for food, e.g. "donate \$1 and get a banana."

- When fundraising, consider these important questions to be most efficient:
- Is it possible to create an event or place a table during a high traffic activity?
- Where are the highest traffic locations? Where do the most students hang out?
- What are the best times to be there? (e.g. between class times on campus, or at a tailgate or sports game)

Make sure to explain why you are fundraising and share what your Pod will do with the money. It is easier to raise money for a club if there is a social justice mission that potential donors can support. This is another great opportunity to highlight all the amazing and healthy initiatives your Pod plans to conduct!