



PLANTPURE COMMUNITIES

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ACTION SHEET: ACTIVATING YOUR CAMPUS AND COMMUNITY

Pods on Campus

Conducting events and initiatives on campus and in your community can be the best way to share plant-based information with others. They are rewarding to organize, fun to host, and a great bonding experience for Pod Members. Use this Action Sheet to get ideas and plan events and initiatives with your Pod on campus!

Campus Events and Initiatives

Meatless Mondays: Work with your college's dining staff to start a Meatless Monday initiative in one, some, or all of the dining halls on campus. Use the Info Sheet: *Initiating Meatless Monday in a Local School* (in the School Lunch Toolkit) and the Humane Society of the United States' [resources](#) for guidance on how to implement and market this popular and effective program!

Plant-Based Nights: In addition to Meatless Mondays, work with your college's dining staff to introduce plant-based nights into dining halls on campus. This initiative could take place once a week on a certain day/evening, or over the course of one week in the semester. Work with the kitchen staff to prepare a completely plant-based menu for all diners to enjoy. Recruit as many students as you can to attend the plant-based nights to show the dining staff there is a demand for eating this way.

Class Projects: If you and your Pod Members are asked to choose a focus for a class project or paper, use the opportunity to research a plant-based or vegan topic. It will give you pleasure to learn more about a topic that you are interested in, and it is a great way to educate your professor and fellow peers about plant-based diets/veganism.

Fruit Eating Contest: Instead of holding a 5K to fundraise and raise awareness for your Pod, consider hosting a fruit eating contest. Not only is this a unique, fun, and exciting idea, it is a great way to bring the campus together, and will provide the Pod the opportunity to educate others about how nutrient dense and low in calories whole plant-based foods are. Recruit campus "celebrities" to participate, such as athletes, the class president, the dean, professors, and so on. Ask local grocery stores if they would be willing to donate fruit for the contest.

Film Screenings: Host a documentary screening for Pod members, students, and the general public. Find a room to screen the film with a projector, enough seats for your audience, and other necessary equipment. Test the equipment beforehand, and consider handing out plant-based snacks. The 2015 film *PlantPure Nation* is now free on [YouTube](#) and is a great way to educate attendees about the Pod Network. In addition, look at the *Info Sheet: Movie List*, which can be found on PPC's [Resources page](#), for suggestions of other plant-based documentaries to screen.

Organizing a Speaker: Ask Pod Members what topics they would be interested in having covered by a guest speaker. See if there is a local health professional who has an interest in plant-based diets who would be able to speak. A Pod or community member could share their plant-based diet recovery journey, if interested. Don't rule out speakers who live far away - they may be able to Skype in to give a presentation and/or answer questions.



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Partner with other Clubs: Look into other vegan or environmental clubs on campus that may be interested in partnering for a meeting or an event. Hosting a joint event would increase publicity on campus for both clubs, share the plant-based/vegan message with more students, and combine skills and resources for an exciting event. Alternately, you and members of your Pod could present at another club's meeting to introduce them to the whole food, plant-based concept, including the health aspects.

VegFest: As your club grows, consider organizing a campus VegFest to share the plant-based health message with lots of students and staff. Use the [VegFest Toolkit](#) for guidance. (Note: this could also be held as a community event.)

Community Events and Initiatives

Work with a local Pod: There may be a local Pod in your community that your campus Pod can team up with to host events for the greater public. Use the [find a Pod search engine](#) to see if there is a Pod close to your campus. If there is, work with the Pod's Group Leader to organize an event, such as a speaker, film screening, VegFest, potluck, or meetup. Consider inviting the local Pod to any events you host on campus to increase support and attendance.

Restaurant Campaign: Get involved with the PPC Restaurant Campaign by getting a local restaurant certified for offering a plant-based and oil-free dish on their menu. Invite Pod and community members for a meetup at this restaurant, and use this opportunity to work with the chef to create a plant-based meal everyone can enjoy. The goal is that this will lead to a permanent menu change at the restaurant, so the plant-based option will be available to all patrons. Learn more in the [Restaurant Campaign Toolkit](#).

Animal Sanctuary: See if there is a local animal sanctuary where the Pod could take an off-campus trip to visit or volunteer. If there is an animal rights club on your campus, they might want to join you!

Promoting Events

Generally, colleges like to host and advertise events as it gets students involved with campus life. See what options your college has to help promote an event, such as an ad in a newsletter or e-blast, bulletin boards, a campus events website, and more. Also, reach out to your professors and ask them to advertise your event at the start of their class (send them a slide or image to project) or in an email to students. To be cost effective, create black and white flyers printed on colored paper, sized four to a page, to distribute around campus. For assistance with creating flyers, check out the Templates section of this Toolkit. More ideas regarding promotion are shared in the *Action Sheet: Promoting and Fundraising*.

We welcome you to send suggestions and ideas to info@plantpurecommunities.org This material may not be used out of context. Please refer to PPC's terms and conditions for more information. Updated June 2018.