



## Vegetarian Society of DC

**GreenRewards™ Discount Program**  
*Grow your business. No cost to join!*

David Herring  
Vice President  
Vegetarian Society of DC  
PO Box 4921  
Washington, DC 20008  
202-362-VEGY

Dear Business Owner:

Are you attracting new customers and bringing in repeat business cost-effectively? The Vegetarian Society of DC's discount program, *GreenRewards™*, gives you an opportunity to build your business. Our 900 members in the DC metropolitan area – vegetarians, vegans, “almost” vegetarians, and non-vegetarians – share an interest in vegetarian restaurants, cooking classes and catering, alternative health care, and other vegetarian-friendly services and products.

**Join our *GreenRewards™* program at no cost, and we'll publicize your business in the following ways:**

- Our quarterly newsletter, *VSDC News*, is mailed to all members and lists our *GreenRewards™* program partners. (See attachment.) We also distribute newsletters at outreach events, giving you the chance to be top-of-mind with new consumers who are just beginning to search for veg-friendly businesses.
- Our website, [www.vsd.org](http://www.vsd.org), highlights *GreenRewards™* businesses on a special page. Approximately 2,500 different visitors come to the site each month, extending your reach to an even wider audience.
- The VSDC new member package includes the roster of *GreenRewards™* businesses, drawing additional attention to your business from our growing ranks.

“I've gotten a lot of response from VSDC members and many new, loyal customers.”

-- George Zhong  
*The Vegetable Garden*

Since 1927, the Vegetarian Society of DC has been the only organization focusing on local vegetarian activities, events, and information. Our members are decision-makers with dollars to spend on veg-friendly services. The majority of VSDC members are between ages 20 and 59 and come from middle-income or affluent households.

**There is no cost for you to become part of the VSDC *GreenRewards™* program.** You simply provide a 10% pre-tax discount to customers who show their VSDC membership card (one time or ongoing) or offer some other incentive worth at least \$5. (See the attached list of current *GreenRewards™* program participants for examples.)

VSDC is eager to bring your business to our members and to bring customers to your business. If you have questions, please call me at 202-362-8349, option #2.

Sincerely,

David Herring  
Vice President  
Vegetarian Society of DC

PS: For a current list of our *GreenRewards™* participants, visit [www.vsd.org/Green\\_Rewards.html](http://www.vsd.org/Green_Rewards.html).

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The Vegetarian Society of DC is a 501(c)(3) nonprofit organization and is governed by an elected Board of Directors.

The VSDC *GreenRewards™* Discount Program is a trademark of the Vegetarian Society of DC in the US and other countries.