

Vegetarian Society of DC
GreenRewards™ Discount Program
Grow your business. No cost to join!

Vegetarian Society of DC
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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.vsdc.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 write to the Green Rewards Team at GreenRewards@VSDC.org.

PS: For a current list of our *GreenRewards™* participants, visit www.vsdc.org/Green_Rewards.html.