

## “Ask-A-Vegan”

VegFund pays experienced vegan activists \$100 to sample out tasty vegan food and distribute educational literature. One of the easiest and most effective forms of vegan activism is to table at a natural food store or member co-op. Shoppers are frequently well educated and environmentally aware.

Store managers are usually happy to have you sample out products inside the store because they won't have to pay someone on staff to do it. As a result, you will very likely get FREE vegan food to draw people to your table.

Ask-A-Vegan can be very successful. Many people want to know what motivates a vegan and how you are able to follow the lifestyle. You don't have to have all the answers because you will have literature to distribute. You just need to be positive, polite and answer any questions as honestly as you can.

You will have an excellent opportunity to gather names/emails to add to your group's database. This form of vegan outreach has proven to be the best, cheapest and most rewarding of almost any other we have tried! Simply visit the manager of a store in your area and make your pitch. When he/she agrees, be sure to follow all directions and leave the sampling area cleaner than when you arrived. The store will most likely want you to come back regularly.

We require a minimum of four hours (on a Friday or Saturday when it is the busiest), near the front door and four to six times a year per store.

### **Items you may need:**

- 6 or 8' table (store may supply)
- Ask-A-Vegan table sign  
[http://www.vegfund.org/files/Ask\\_A\\_Vegan\\_Table\\_Sign.pdf](http://www.vegfund.org/files/Ask_A_Vegan_Table_Sign.pdf)
- tablecloth
- serving bowls and trays
- napkins
- toothpicks
- cooler with ice
- sanitary gloves
- cutting board
- sharp knife
- vegan literature and starter kits (VegFund pays for)
- clipboard and sign-up sheets
- recipe cards if something is homemade
- digital camera to capture some of the action
- waste basket and broom

*TIP: Use a checklist so you don't have to bother the store personnel to borrow anything.*

**Recommended food items:**

- Delicious vegan meat/cheese alternatives
- Whole grain crackers or corn chips
- Red pepper hummus from Tribe (or the store's own hummus, if good) served with baby carrots
- Baked teriyaki tofu (cut into dozens of cubes & served with toothpicks)
- Vegan cookies (maybe from the store's bakery)

**Getting started:**

First fill out an on-line application (<http://vegfund.org/Applications.html>) with the following information:

- Store name and location
- Manager/owner's name and phone number who approved tabling
- Date and exact time of your tabling
- Hours you worked table (minimum 4)

**After the event**

You will log back into your online application to access the reimbursement form. You will need the following to complete this form:

- A minimum of three photos that capture images of the table, table location as well as people sampling the food
- Receipts for items not covered by the store
- Recap of event including number of people served.
- Receipts for literature that was provided at the event.

**Visit your local natural food store or co-op today and work out the details prior to applying.**