

# Green Zebra

Local Savings for Natural Living

## Green Zebra Fundraiser

The 2007 Green Zebra guide makes it fun and easy to explore the best of natural living in San Francisco. This new annual guide acts as a coupon book and directory of environmentally conscious and community oriented local businesses. You'll find more than 250 exclusive offers for savings at organic restaurants and markets, eco-friendly retailers, spas, Yoga and Pilates studios, independent bookstores, bike shops, museums, and more. With discounts totaling over \$12,000, it's easy to earn back the guide's \$25 purchase price after redeeming just one or two Green Zebra passes, which are valid through December 2007.

The 2007 Green Zebra guide also serves as a handy reference tool with 20 articles that present practical tips for embracing a healthier and more sustainable lifestyle – simple action steps you can take today to ensure a greener tomorrow.

You can feel good about using the 2007 Green Zebra guide as a healthy fundraising option for your school or non-profit group. Not only does the guide generate money for your organization but it also helps your supporters stretch their dollars farther as they sustain the local economy. They'll also appreciate the added educational content as well.

You'll find we have done everything possible to make it easy and rewarding for your organization to become one our fundraising partners.

- **High Return.** Earn \$10 for each \$25 Green Zebra guide sold.
- **No Risk.** Pay only for the guides you sell.
- **No Upfront Costs.** Pay us after you collect sales proceeds.
- **Easy.** Selling one product makes ordering and fulfillment simple.
- **Flexible.** We offer multiple fundraising strategies and provide local support.

## Fundraising Options

There are three ways for your school or group to raise money by selling the Green Zebra guide. Use one method or combine them to maximize fundraising opportunities. In each case, you keep \$10 for each guide sold. Green Zebra also pays the 8.5% sales tax included in the \$25 price.

### Online

Use your website or e-newsletter to publicize the Green Zebra fundraiser. Green Zebra provides copy and an image of the guide which contains a link to the Green Zebra website. This link takes the buyer directly to a site where your organization will be credited for its share of resulting purchases. Additionally, Green Zebra provides you with a code so that buyers who come to our website without using the specified link will still be able to credit your organization. Green Zebra fulfills all online purchases directly, charging the buyer a shipping fee to cover packaging and postage costs. This makes for a nearly effortless fundraiser, as we handle all administration.

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## **Events/Onsite Sales**

Prior to your event, Green Zebra will supply you with copies of the 2007 Green Zebra guide. Or promote Green Zebra internally and keep guides on hand in your organization's offices for staff and visitors to purchase. You collect \$25 for each guide sold. Return all unsold guides in clean, undamaged, resalable condition, along with a single check (or cash) equal to \$15 for each one sold.

## **Direct Solicitation**

The direct sales approach requires the most administrative commitment, but often gets the best results because buyers have a chance to see the guide firsthand, and are more likely to support the cause because of their relationship with the person selling the guide.

Green Zebra supplies an envelope, triplicate order form and sample guide for each student or member. The student or member takes orders, giving the sample guide to the last person on their order form (or returning it if they make no sales). The organization tallies the order form with the Green Zebra copy of each order form totals and gives Green Zebra a single check (or cash) equal to \$15 for every guide sold. Upon receipt, Green Zebra will give the organization additional guides to fulfill orders. The organization then distributes them to the students or members, who deliver them to each buyer on their order form.

## **Solar and Wind Power System School Contest**

Green Zebra will be awarding a solar and wind power system to the school that sells the most 2007 Green Zebra guides. The full package, donated by Bay Solar Power Design, includes solar and wind power generators, a solar-powered weather station, and metering system. For complete contest details, please see Green Zebra School Contest document.

**Interested in using the Green Zebra guide as a fundraiser, or have further questions? Please email Anne Vollen at [anne@thegreenzebra.org](mailto:anne@thegreenzebra.org) or call 415.346.2361.**