

Green Zebra

Local Savings for Sustainable Living

THE 2009 PENINSULA AND SILICON VALLEY GREEN ZEBRA GUIDE

Green Zebra makes it fun and easy to explore the best of sustainable living in San Mateo and Santa Clara Counties. This annual guide acts as a directory of environmentally conscious and community oriented local businesses. The 2009 Green Zebra guide includes more than 200 exclusive offers worth thousands of dollars in savings at organic restaurants and markets, eco-friendly retailers, spas, Yoga and Pilates studios, bookstores, bike shops, museums and more. Green Zebra passes are valid through December 2009, and it's easy to earn back the guide's \$25 purchase price by redeeming just one or two offers.

The 2009 Green Zebra guide also serves as a handy reference tool with articles that present practical tips for embracing a more healthy and sustainable lifestyle-- simple action steps you can take today to ensure a greener tomorrow.

We also have an edition that covers San Francisco.

FUNDRAISE WITH GREEN ZEBRA

You can feel good about using the 2009 Green Zebra guide as a healthy fundraising vehicle. Selling the guide allows your organization to earn money while its supporters can save much more than the guide's purchase price by redeeming their Green Zebra passes. They'll also appreciate the useful educational content that appears in the 2009 Green Zebra guide.

We have done everything possible to make it easy and rewarding for your organization to become another one of our satisfied 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 – Ordering and fulfillment are simple. Place orders for copies of both Bay Area editions through a single easy to use form.

FUNDRAISING OPTIONS

There are three ways for organizations to raise money by selling the Green Zebra guide. Use one method or combine them to maximize fundraising opportunities. In each case, you earn \$10 for every book sold, and the 8.25% local sales tax is already included in the \$25 price.

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ONLINE –

This method is practically effortless, as we take care of all the fulfillment and administrative duties for you. Green Zebra provides a sample blurb for your website or email newsletter that contains a link to our website. Your organization will be credited for all purchases made after supporters reach our website through this link. Additionally, Green Zebra provides you with a unique code so that buyers who visit our website without using the specified link are still able to let us know that they would like your organization to receive credit for the sale. Green Zebra fulfills all online purchases directly, charging the buyer a fee to cover shipping.

EVENTS –

Prior to your event, we supply you with copies of the 2009 Green Zebra guide, plus display materials. You collect \$25 for each book sold. Return all unsold books in clean, undamaged, resalable condition, along with a single check (or cash) equal to \$15 for each book sold.

DIRECT SALES/MEMBER SOLICITATION –

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

Green Zebra supplies an envelope, triplicate order form and sample book for each person who will be taking orders, which the organization labels and distributes. Members take orders, giving the sample book to the last person on their order form (or returning it if they make no sales). The organization tallies order form totals and gives Green Zebra a single check (or cash) equal to \$15 for every book sold along with the Green Zebra copy of each order form and the organization's order summary. Green Zebra provides the organization with enough additional books to fulfill the orders. The organization distributes them to members, who then deliver them to the buyers on their order form.

Ready to enroll or have additional questions?

Contact Anne Vollen at 415.346.2361 x2 or anne@thegreenzebra.org.