



SAMPLE E-MAIL TO RECRUIT WALKERS

Hello,

This year, in support of the Great American Meatout, I am happy to announce that we will be holding a Meatout Walk in our community.

Our Meatout Walk will be held:

(insert day and date)

(insert time)

(insert location)

The Walk will serve to:

- Promote the Great American Meatout
- Educate and inform the public about the value of plant-based eating
- Promote concern for personal health, environmental health, and the billions of animals suffering in the world's factory farms and slaughterhouses.
- Provide financial resources for FARM to continue effective national and grass campaigns promoting plant-based diets.

Please join me on *(insert date of your walk)* to celebrate Great American Meatout and to support FARM, the organization that sponsors this wonderful annual event.

Founded in 1981, FARM is a national nonprofit, public interest organization headquartered in the nation's capital. FARM advocates plant-based (vegan) diets for animal protection, environmental sustainability, and optimal health. For more information, visit www.FARMUSA.org or www.MEATOUT.org. You can also call 1-800-MEATOUT (632-8688).

Meatout falls on **March 20th**, marking the beginning of Spring. This is the world's largest grassroots diet education campaign featuring events in thousands of communities across the United States and around the world.

For more information, please contact me at: *(Your phone number here)*

Thank you for your support! Together we are changing the world!

Sincerely,

(Your name here)

P.S. If you are unable to walk but would like to contribute to the Meatout Walk in other ways, please contact me at the number above or contact FARM at 1-800-MEATOUT (632-8688).