



SAMPLE LETTER FOR DONORS & SPONSORS

Date

Name

Address

City, State, Zip

Dear _____,

In celebration of the Great American Meatout, I am happy to announce that I will be participating in a Meatout Walk to benefit the Farm Animal Reform Movement (FARM).

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).

Our Meatout Walk will be held on **March 20th (or date of Walk)**, marking the beginning of Spring and launching the annual Great American Meatout. Meatout is the world's largest grassroots diet education campaign featuring events in thousands of communities across the United States and around the world.

Caring folks like you are being asked to support a walker, and to "*kick the meat habit*" for at least a day. By sponsoring a participant in the Meatout Walk, you will be helping FARM in their efforts to encourage healthier and more compassionate food choices. Getting people to "*kick the meat habit*" directly impacts human health, world hunger, the environment, and billions of farm animals.

Our team leader for the Meatout Walk is **(Team Leader's name)**. Contact **(him/her)** if you have any questions about our event or you can contact FARM directly at: 1-800-MEATOUT (632-8688) or www.MEATOUT.org.

Please be generous in supporting this important campaign. In doing so, you will be making a powerful statement in support of healthy wholesome living, the protection of our environment, and the humane treatment of billions of farm animals.

FARM is happy to provide fun gifts to those who make generous pledges! Make a \$20 donation and FARM will send you a *Healthy You, Healthy Planet* video created by the editors of *Vegetarian Times*. A donation of \$50 or more will give you the option of receiving a fun, vegan cookbook.

Thank you so much for your support,

(Name)

(Phone Number)