

Green Zebra

Local Savings for Sustainable Living

2008 SAN FRANCISCO GREEN ZEBRA GUIDE

Green Zebra makes it fun and easy to explore the best of sustainable living in San Francisco. This annual guide acts as a directory of environmentally conscious and community oriented local businesses. The 2008 Green Zebra guide includes more than 275 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 offer over \$10,000 in total savings and are valid through December 2008. It's easy to earn back the guide's \$25 purchase price by redeeming just one or two Green Zebra passes.

The 2008 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 have new editions covering Marin County and the Peninsula as well.

FUNDRAISE WITH GREEN ZEBRA

You can feel good about using the 2008 Green Zebra guide as a healthy fundraising option for your nonprofit organization. Selling the guide lets you raise money for your organization while helping your supporters save money when they use their Green Zebra passes. They'll also appreciate the educational content that appears in the 2008 Green Zebra guide.

We have done everything possible to make it easy and rewarding for your organization to become one of 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 – Ordering and fulfillment are simple. Purchase copies of all three Bay Area editions using a single easy to fill out 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 8.5% San Francisco sales tax is included in the \$25 price.

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ONLINE –

This method is practically effortless. Green Zebra provides a blurb for your website or email newsletter, containing a link to our 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.

EVENTS –

Prior to your event, we supply you with copies of the 2008 Green Zebra guide. 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.

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 because of their relationship with the member selling the guide.

Green Zebra supplies an envelope, triplicate order form and sample book for each member, which is addressed and distributed by the organization. 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 gives the organization 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 or anne@thegreenzebra.org.