

Follow-Up Questions for Vegan Outreach, Part One (2018)

Does Vegan Outreach have a strategic plan? How often do you revise your strategic plan, if you have one?

We have two documents that when combined, can be thought of as our strategic plan. The first is the "[about page](#)" of our website, which we update on a regular basis to make sure it reflects our current goals and strategies. We also have a spreadsheet of more specific goals for our executive committee's internal use, but that's personal to our staff. It focuses on the large goals listed on the "about page" of our website with a few dozen more specific goals (currently 38) for the organization and individual staff to move us toward achieving those greater goals. We review and update this sheet of goals every quarter.

How do you measure the impact of your outreach?

For the fiscal year 2018-2019, we're shifting our focus from how many people we reach through our outreach to how many people we sign up for the [10 Weeks to Vegan program](#) through our outreach activities—there's more on the email series in the Online Outreach section below. Our goal is to reach 50,000 sign-ups this fiscal year. We'll be supplementing sign-ups by pushing 10 Weeks to Vegan on our social media and anywhere else we find effective.

We're currently working with a donor to test a series of ads for 10 Weeks to Vegan on signs at colleges.

Can you please elaborate on the different sections of Vegan Outreach's Expenses (2016-2017)?

For our fiscal year 2016-2017 accounting, we kept the expenses for direct outreach in Australia, India, and Mexico as "jobs" rather than as separate classes. On the spreadsheet, the amounts for "Direct Outreach: U.S. & Canada" were arrived at by subtracting the Australia, India, and Mexico jobs from the "Direct Outreach" expense class. However, not every single expense for the Australia, India, and Mexico jobs originated in the "Direct Outreach" class, and this is why a few expenses under U.S. & Canada are negative—the discrepancies can be considered immaterial.

The Social Media and Food and Lifestyle classes are for our online advocacy (our website and 10 Weeks to Vegan email series) and campaigns. The Advocacy Promotion class is for things like veg fest tabling, advocacy presentations, animal rights conferences, and our printed newsletter.

Mentorship

Vegan Mentor Program

Our English vegan mentor program is run by a volunteer. Our Spanish vegan mentor program is run by our Mexico Campaigns and Spanish Media Coordinator.

Nutrition

The VeganHealth.org website is a project of Vegan Outreach and its Executive Director and Registered Dietitian, Jack Norris. VeganHealth.org serves to provide daily recommendations for people eating a plant-based diet. We answer individuals' questions about nutrition and try to help anyone who might be struggling, or parents with concerns for their children.

A rough estimate is that Jack provides individual help to about two to three people per week, taking anywhere from five to 30 minutes each. Jack also occasionally helps edit other websites and publications to make sure their nutritional information is accurate and gives presentations to local groups, at veg fests, and at conferences.

In fiscal year 2017-2018, VeganHealth.org received a significant upgrade, making it more user-friendly. The site also added a blog that is especially targeted to plant-based nutritionists, though anyone can subscribe. The blog currently has 2,462 subscribers and averages about a 40% open rate.

In 2018, Jack Norris, RD was joined by volunteers Reed Mangels, PhD, RD, FADA and Ginny Messina, MPH, RD to maintain the site and blog.

In July of 2018, we added a sign-up form for our 10 Weeks to Vegan email series to the site which has generated about 25 sign-ups per week so far.

Online Outreach

Ten Week Email Series

In August 2015, VO launched an email series (now called 10 Weeks to Vegan). It consists of one email per week for ten weeks, with each email providing a recipe, product information, and a nutrition tip. It was recently revamped to focus on replacing one different animal product per week and now also provides reasons not to eat that animal product.

In February of 2018, we ended our program which consisted of sending out physical copies of our "[Guide to Animal-Free Eating](#)," and instead routed people to sign up for the 10 week email series.

New sign-up numbers:

- Fiscal year 2016-2017: 7,710
- Fiscal year 2017-2018: 8,811

We've recently launched our 10 Weeks to Vegan for Australia and India, and plan to soon release a Mexico version, followed by other countries.

Vegan Outreach Website

In the spring of 2018, we implemented a new website design that is scalable for new countries. We also recently launched the [India version](#). We'll soon put our Australian and Spanish sites in that format and look forward to adding more countries.

Booklets

Booklets are a big part of how VO does outreach—whether it be via leafleting, tabling, distributing at talks, or giving them out to people after they watch a video. We therefore put a lot of effort into making our booklets as effective as possible. Our various booklet effectiveness studies have compared messages and given us some insight into how to craft our booklets. We also track all of the research done on messaging within our movement.

With our international expansion has come a need to create new booklets tailored to the respective countries. In the spring of 2018, we created a booklet for outreach in India, and in the fall we created them for Peru and Ecuador.

In the summer of 2017, we created “[What is Speciesism](#)” which was a fairly significant change in focus for our messaging. Instead of the booklet being a list of abuses toward farmed animals, it took a more philosophical approach and tried to address, head-on, the reasons that prevent people from going veg, based largely on a focus group we did in 2016 at a local college.

In fiscal year 2016-2017 and fiscal year 2017-2018, we joined with [Factory Farming Awareness Coalition](#) (FFAC) to create “[Everyone Loves Music](#)” which targets a specific audience for a concert series that is spiritual and environmentally-oriented. We also joined with FFAC to produce a new booklet, “[Fight Climate Change](#),” which was very popular this past spring.

We're combining our “[Compassionate Athlete](#)” booklet with our Guide to Animal-Free Eating to save funds, and so that each individual who receives a copy is exposed to the information from both booklets.

Finally, we recently finished a booklet for the Indian-American community.

Campaigns

In August of 2016, Vegan Outreach hired a campaigns manager, Taylor Radig, and started our first attempt at campaigns to persuade companies to add vegan options or veganize products. To this day, Taylor is still our only campaigns staff and she now runs our U.S. social media, too. Below are the main successes she's had.

Fiscal Year 2016-2017:

Coal Fire Pizza

- Added a vegan cheese option to all 8 locations
- East coast chain

California Pizza Kitchen (CPK) Campaign

- Worked with CPK to add/test a vegan cheese option at their Tukwila, WA location (August 2017)
- Petition: 33,385 signatures

Doormet

- Added vegan cheese option for their pizzas
- Tampa, FL • 1 location

Oblio's Pizzeria

- Added vegan cheese option for their pizza
- Denver, CO • 1 location

Lala's Wine Bar + Pizzeria

- Added vegan cheese pizza to the menu
- Denver, CO • 2 locations

Fiscal Year 2017-2018:

WisePies Pizza

- Added a vegan cheese to all 10 locations
- Southwest chain

Delaware North/LAX

- Worked with this leading international airport management company to curate/launch an entire vegan grab-and-go food line in their Farmers Market. The first option was just released.
- Los Angeles, CA • 1 location

Piola

- Added vegan cheese option to nearly all of their U.S. locations (10 out of 13)
- Midwest chain

Morningstar Farms Campaign

- Campaign for them to ditch the dairy and eggs in their products—starting with their Garden Veggie Burger
- Veganized 3 of their formerly vegetarian chicken products (July 2018)
- Petition: 7k+

Pizza 9

- Partnered with us to roll out a vegan cheese option to all 21 of their locations in August 2018
- Southwest chain

Halo Top Creamery

- Discussed the benefits of adding creamy vegan options with their marketing team. A few months after our discussion, they added 7 vegan ice cream flavors.
- National retail company

1702

- Added vegan cheese option for their pizzas and calzones
- Tucson, AZ • 1 location

Orapax

- Added vegan cheese option for pizzas, vegan burger, and vegan chicken for pastas
- Norfolk, VA • 1 location

Advocacy Assessment

After running three pilot studies, in the spring of 2018 we gave out 28,000 treatment booklets and 5,838 control cards at 67 colleges. Though not statistically strong, we found that it required 74 booklets to be read to result in one net new single-week vegan. It required 118 booklets to be handed out to result in one net new single-week vegan. You can read the details in our article, "[Leafletting and Booklet Effectiveness.](#)"

The cost of the gift certificates and printing for stickers and control cards came to \$20,376. Not included in our Advocacy Assessment expenses in the Vegan Outreach's Expenses (2016-2017) document were the costs of staff time and travel to hand out the control cards, which came to about \$1,827.

Research and Assessment Specialist

In June of 2018, we hired Rania Hannan, MSW, to oversee research and assessment for Vegan Outreach. Her first significant project was to assess how our staff is using our [Adopt-a-College website](#) in order to make it as effective as possible. She concluded that project in July and implemented numerous changes.

Her next project will be to assess our 10 Weeks to Vegan email series to see if it's having a measurable impact on subscribers. Results should be available in the spring of 2019.

How many staff members are there in each of Vegan Outreach's departments?

U.S. & Canada Direct Outreach	10
Administration	4
Fundraising	2
Communications	5
Community Events	7
India Direct Outreach	5
Research and Assessment	1
Mexico Direct Outreach	2
Australia Direct Outreach	1

Has your organization received any major (>20% of its budget) grants in the last two years?

No.

If your organization has received any restricted donations, approximately how much did it receive in the past year?

Yes, please see the breakdown below.

In May 2018, we did a "no-overhead" fundraising challenge in which a donor pledged funds for the portion of our overhead for the goal we have chosen. All remaining funds raised during the challenge were restricted to

programs. The table below includes those funds for both overhead and programs (all of which are reserved for fiscal year 2018-2019). There are also a variety of other restricted donations and grants that we receive throughout the year.

The "funded sponsorships" class is for restricted donations for projects in which we never spend more than what's donated to them—although the donations don't necessarily match up perfectly with the expenses on June 30 of each year.

Vegan Outreach has been the fiscal sponsor of Factory Farm Awareness Coalition since 2011. They have grown substantially during that time and their fiscal sponsorship ended on June 30, 2018.

We provide sponsorship of Facebook and YouTube ads to the person behind the Facebook page [Life Changing Videos](#). The funding VO provides him are via restricted donations.

	Unspecified Year		Restricted for Fiscal Year 18-19		Total	
Administration			\$51,750		\$51,750	
Human Resources	\$15,000				\$15,000	
Fundraising			\$51,750		\$51,750	
U.S. & Canada College Outreach	\$2,025		\$103,000		\$105,025	
Online Outreach			\$15,675		\$15,675	
Mexico	\$35,100		\$30,288		\$65,388	
Australia			\$10,000		\$10,000	
India	\$29,750		\$26,650		\$56,400	
Advocacy Assessment	\$19,202				\$19,202	
Community Events	\$48,715		\$121,395		\$170,110	
Funded Sponsorship	\$534,230		\$66,721		\$600,951	
Vegfests and Events		\$10,741				\$10,741
Video production		\$37,407		\$66,721		\$104,128
YouTube & Facebook Ads		\$50,716				\$50,716
Factory Farming Awareness Coalition		\$435,366				\$435,366
Totals	\$684,022		\$477,229		\$1,161,251	