

## **Starting a Borough Society - First 3 months**

Thank you for choosing to start a local society - together we will make London greener and healthier. By 2030 we will have 32 borough societies in London - you are now part of that future! If you have any questions - call me.

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### **Step 1: Know your goals (Month 1 - Week 1)**

1. **Social meet ups** - [Read the events checklist](#) to meet local veg\*ns, share knowledge, boost businesses awareness of vega\*nism and find volunteers
2. **Campaigns** - *\*Yourborough\* Meat Free Mondays*. [Read the guidebook](#) -to engage your entire community and make it greener and healthier.

### **Step 2: Create communication tools (Month 1 - Week 2)**

1. **Email:** set up [\\*yourborough\\*vegans@gmail.com](mailto:*yourborough*vegans@gmail.com) password as: \*yourborough\*vegans
2. **Facebook:** add Thomas Micklewright on facebook <https://www.facebook.com/thomas.micklewright.5> and he will add you as facebook admin for your already created borough societies facebook page
3. **Twitter:** set up [@\\*yourborough\\*vegans](https://twitter.com/*yourborough*vegans) Password: \*yourborough\*vegans

### **Step 3: Create \*yourborough\* Society flyer (Month 1 & 2 - Week 3,4, 1-4)**

**Aim:** Engage/promote local businesses that serve veggie friendly food. Get free meal vouchers (yummy!) and understand what's veg\*n in your borough.

**Read:** Business section of [MeatFreeMonday Guidebook](#).

#### **Tasks:**

1. Find 20 businesses that serve meat free options in your borough. List them on an excel spreadsheet with details: Contact name, Business name, address. email address.
2. Print your borough map (google it), mark businesses on, scan it in and email [londonvegansoc@gmail.com](mailto:londonvegansoc@gmail.com) a copy, along with the spreadsheet of details.
3. We will create, pay for and print 5,000 copies - email us a delivery address.

### **Step 4: Spread the flyer (Month 3 - Week 1,2,3)**

**Aim:** Build a base of society members - collect email addresses

**Tasks:** recruit a team of volunteers via twitter/facebook to hand deliver flyer to all shops, libraries, sports centres, schools, churches (anywhere with people) residential houses in your borough.

### **Step 5: First (of many) Society Meet ups (Month 3 - Week 4)**

1. [Read the events checklist](#)
2. Pick a venue, email group members, get freebies, enjoy some food. Simple.