



**DISCOUNT
PACK**
2024

DISCOUNTS

AT THE VEGAN SOCIETY

Offering a discount to our membership base is an **excellent opportunity to communicate to your target demographic.**



we work to increase awareness of and accessibility to a vegan lifestyle in the UK and beyond.

The Vegan Society is an educational and campaigning charity that **created and defined the word 'vegan' in 1944**. Today, we work to increase awareness of and accessibility to a vegan lifestyle in the UK and beyond.

Our members have a key part to play in supporting our work and shaping our future. One of the things we offer to our members to thank them for their support is access to over 100 third-party discounts on vegan and vegan-friendly products and experiences.

Offering a discount to our membership base is an excellent opportunity to communicate to your target demographic and attract more vegan and vegan-curious customers.

In turn, as a thank you for offering our members a discount and for supporting The Vegan Society, we have a variety of free promotional methods that will help your business attract new customers.



Our We have over **8,450 members** and a loyal following of over **40,000 supporters.**

OUR AUDIENCE

We have over 8,450 members and a loyal following of over 40,000 supporters who receive a monthly newsletter from us. Our following on social media is growing each day with a total of over 775,000 followers on our combined platforms.

Our members support the society's campaigns, education network, advocacy, research and outreach, in our aim to make veganism more mainstream. They have the opportunity to decide on the charity's future direction by selecting our Board of Trustees and by voting at our AGM.



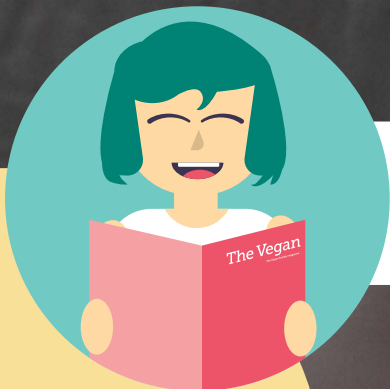
over 775,000 followers on social media.

HOW IT WORKS

We will feature your brand along with, if required, a discount code in the Members' Area on our website. Members can browse discounts by category or location in a user-friendly and visually engaging environment.

You will receive:

- Free promotion of your business on our website, including your logo and website.
- Marketing in our monthly newsletter, sent to all existing members and supporters.
- Exposure in our quarterly magazine, The Vegan.
- Cross-promotion opportunities through social media posts advertising the discount.



You will get **exposure** in our magazine **The Vegan**.

We offer **free promotion** of your business on our website, including your logo and website.



HOW TO SIGN UP

Use this online form to enter all the details of your business and your offer. Discounts are reviewed and uploaded to our website in a timely manner, and you will receive confirmation once it is live.

To ensure the quality of our discount list, we ask that:

- Discounts should run for a minimum of six months.
- The discount must differ from what may already be offered to the public on your website.
- You consider offering a discount of 20% or over, as it can provide higher value and use.

Questions?
Please contact
discount@vegansociety.com



**Click here
to sign up!**

vegansociety.com

The Vegan Society,
Donald Watson House,
21 Hylton Street,
Birmingham, B18 6HJ

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