

## Vegan Education in Schools

### Vegan Clubs

#### Years 7 to 12

## Animal-friendly merchandise

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### Overview

Designing and selling animal-friendly merchandise is a creative way to raise awareness about animal rights while generating funds for shelters, sanctuaries, or advocacy groups. By creating items like shirts, badges, tote bags, or stickers with vegan messages, students can promote animal protection and sustainability. This activity fosters teamwork, creativity and entrepreneurship while supporting meaningful causes.

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### How to organise an animal-friendly merchandise initiative

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#### 1. Define the purpose and goals of the initiative.

- Establish the main objectives of the project:
    - a) Raise funds to support animal shelters, rescue organisations, or sanctuaries.
    - b) Spread awareness about animal rights through wearable and shareable messages.
    - c) Encourage sustainability by promoting reusable items, such as tote bags or water bottles.
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#### 2. Choose the types of merchandise to create.

- Select items that are affordable, easy to produce and appealing to the school community:
  - a) T-shirts or hoodies with animal rights slogans.
  - b) Tote bags or reusable water bottles with artwork featuring rescued animals.
  - c) Buttons, badges, or stickers with catchy animal protection messages.
  - d) Notebooks or eco-friendly stationery with wildlife-inspired designs.

### 3. Design merchandise with creative and meaningful messages.

- Brainstorm ideas for artwork, slogans and designs:
    - a) **Slogans:** "Adopt, Don't Shop," "Protect Wildlife, Protect the Planet," or "Love All Animals."
    - b) **Visuals:** Illustrations of animals, paw prints, or environmental imagery.
    - c) Collaborate with art students or local artists to create professional-quality designs.
  - Use free or affordable design tools like Canva or Adobe Express for digital creations.
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### 4. Source eco-friendly materials for the merchandise.

- Choose sustainable and ethical production options to align with the project's values:
    - a) Organic cotton or recycled materials for clothing and bags.
    - b) Vegan inks or non-toxic dyes for printing.
    - c) Recyclable or biodegradable materials for packaging.
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### 5. Plan the production and pricing process.

- Research suppliers and printing services that align with the project's budget and ethics:
  - a) Compare costs and timelines to ensure the merchandise is affordable and ready on time.
  - b) Work with local businesses or community organisations to support the initiative.
  - c) Set fair pricing to cover production costs while ensuring affordability for buyers and maximising fundraising potential.

### 6. Promote the merchandise to maximise sales.

- Use multiple channels to spread the word:
  - a) Host a launch event at school, such as a pop-up shop or assembly presentation.
  - b) Promote on social media with photos of the designs and links for purchasing.
  - c) Display samples and posters in common areas, like hallways or the library.
- Highlight the impact of purchases, such as:
  - a) "Every tote bag sold provides a week of food for a rescued dog."

## 7. Organise a sales and distribution system.

- Create a simple system for collecting orders and distributing merchandise:
    - a) Use order forms or online platforms like Etsy or a school website.
    - b) Set up a table at school events, markets, or community fairs to sell items directly.
    - c) Offer delivery or pick-up options for convenience.
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## 8. Combine the initiative with awareness campaigns.

- Pair merchandise sales with educational efforts:
    - a) Include informational pamphlets or QR codes linking to animal rights resources.
    - b) Share rescue stories or statistics about adoption and conservation in promotional materials.
  - Host workshops or talks about animal rights during the sales period to engage more participants.
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## 9. Reflect on the project and its impact.

- Evaluate the success of the initiative with the team:
    - a) "How much money did we raise for the chosen cause?"
    - b) "What feedback did we receive about the designs or messages?"
    - c) "What worked well and what can we improve for future projects?"
  - Celebrate milestones, such as reaching sales goals or delivering funds to the chosen organisation.
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## 10. Plan for ongoing merchandise efforts.

- Use the success of the project to inspire future initiatives:
  - a) Rotate designs and messages to keep the merchandise fresh and relevant.
  - b) Organise seasonal or event-specific campaigns, such as "Home for the Holidays" rescue-themed products.
  - c) Expand the range of items offered based on customer feedback and demand.

## Outcomes

- **Awareness and advocacy:** The merchandise spreads important messages about animal protection and empathy.
- **Fundraising success:** The sales provide financial support for shelters and animal advocacy organisations.
- **Creative skills:** Students develop design, marketing and entrepreneurial skills through the project.
- **Community engagement:** The initiative brings the school and broader community together to support a meaningful cause.
- **Inspiration to act:** The visibility of the merchandise encourages others to learn more about animal rights and take action.