

RSVP Yes for Sustainability

How to make your event

GREENER BY
DEFAULT

*and cut carbon, save money,
and attract attendees.*

1 Flip the RSVP Default!

Instead of assuming people want meat unless they specially opt into veg options, make plant-based the default and give people the choice to opt into meat.

Here's some sample language for your RSVP form:

Example 1: Mission-Aligned Messaging

[Organization] is committed to hosting events that align our food choices with our commitment to sustainability. In order to reduce our carbon footprint, attendees will be served plant-based meals by default. If you prefer a different choice, please indicate your dietary preferences below:

- I would like to stick with the plant-based meal
- I would like to switch to a meal with meat instead

Please let us know below if you have any other dietary restrictions or food allergies.

Here's some sample language for your RSVP form:

Example 2: Food-Focused Messaging

Our chef has created a delicious plant-based menu inspired by the flavors and cuisines from [region]. All attendees will be served the plant-based menu by default. If you prefer something different, please indicate your dietary preferences below.

- I would like to stick with the plant-based meal
- I would like to switch to a meal with meat instead

Please let us know below if you have any other dietary restrictions or food allergies.

Here's some sample language for your RSVP form:

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Pro Tip: *Make this a required question on the form!*

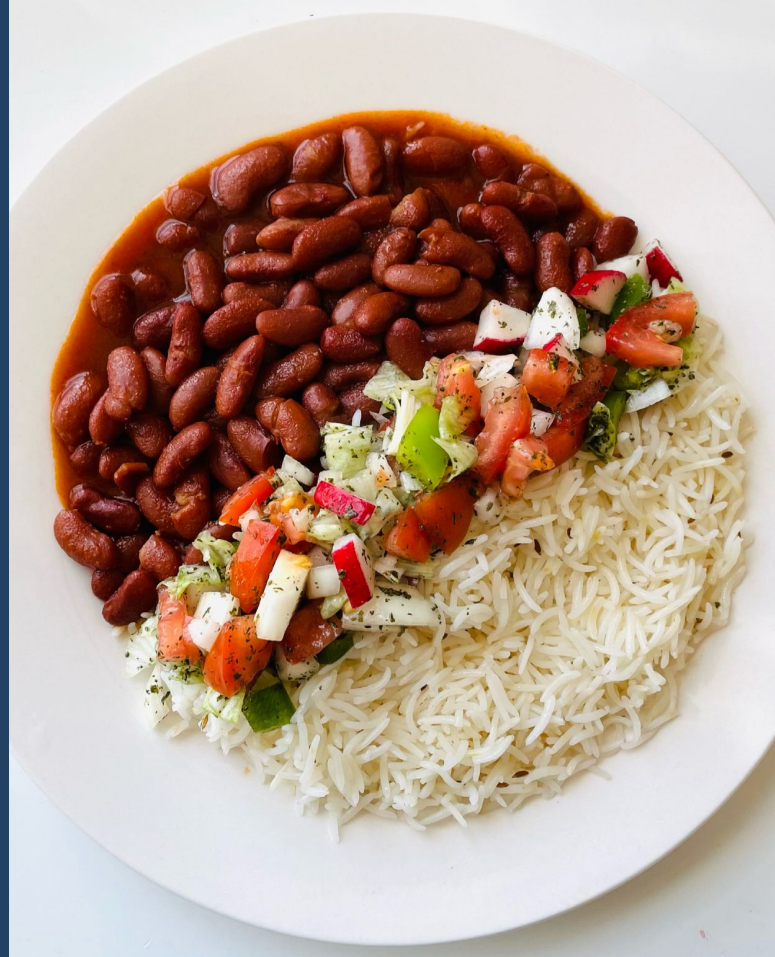


Make it Delicious!

Work with your caterer to ensure the plant-based options are **familiar, flavorful, and filling**. Here are some tips on how to do that.

Tip #1: Give 'Em Protein

If the plant-based option only contains grains and vegetables, request the addition of beans, tofu, or plant-based meat to add protein.



Tip #2: Switch It Up

If multiple meals are being served, make sure they feature different proteins so that diners aren't eating tofu three times a day.



Tip #3: Go Global

Opt for international cuisines that are naturally plant-forward, such as Mexican, Indian, Thai, Vietnamese, Ethiopian, or Mediterranean.



Tip #4: Trust Your Gut

If the option your caterer suggests doesn't sound familiar & appetizing to you, request changes to make a dish **you** would be excited to eat.

Example: One venue offered to create a new plant-based dish called "Baba Ghanoush Lasagna." Instead, the client requested that they swap out beef with tofu in their existing Kung Pao Stir Fry.



Tip #5: Avoid FOMO

Make the meat and veg meals as similar as possible to ensure everyone is happy, regardless of their protein choice.

Example 1 (Replacement): The plant-based dish is a pita with falafel, tabbouleh, and hummus. People who opted into meat get a pita with chicken, tabbouleh, and hummus.



Tip #5: Avoid FOMO

Make the meat and veg meals as similar as possible to ensure everyone is happy, regardless of their protein choice.

Example 2 (Addition): The plant-based dish is Southwestern Black Bean Chili, and people who opted into meat have ground turkey added on top.





Share Your Success!

In your post-event comms, mention the delicious & sustainable meals you provided and include highlight photos and positive feedback from diners.

Pro Tip: Greener by Default can calculate your carbon and water savings to report back to attendees!

Need more help?

We offer one-on-one consultation for events serving more than 1,000 meals!

- Visit our website: www.greenerbydefault.org
- Contact Us: info@greenerbydefault.org

If you use these strategies, we'd love to share your event on our social media! Send us your success stories or lessons learned.