



HOW YOUR WEDDING BUSINESS CAN Help Girls Choose Love on Their Own Terms



As you help your couples celebrate choosing each other you can help millions of girls around the world choose love on their own terms. VOW's vision is simple: a world where no child is ever a bride.

By joining the VOW Pro network, you join wedding professionals all over the world choosing to be part of the solution to end the international child marriage crisis. As a member, you can highlight to your potential and future clients that your business is socially conscious and that you are aligned with their values.

WHY ALIGN YOUR WEDDING BUSINESS WITH VOW?

VOW for Girls is uniquely positioned as the only nonprofit that aligns with the global wedding industry. **100% of funds** raised are invested in effective yet underfunded local efforts that advance girl's rights. Research shows the power of aligning a cause with your business. Did you know? **72% of couples are likely to hire a wedding vendor knowing that a portion of their profits went to support a cause they believed in.** This is especially true among younger consumers. With Gen Z and Millennials making up a large percentage of newly engaged couples, there is a clear business case to support a cause.



Learn more at vowpro.org

WAYS TO GET INVOLVED:

Fundraising Opportunities

- ☐ Show your dedication to investing in girls by donating in honor of every wedding booking and unlock the VOW Pro+ badge.
- ☐ Become a monthly or annual donor.
- ☐ Give your couples the option to include a donation to VOW as part of their contract.
- ☐ Donate space, skills, or time to VOW for a fundraiser or other event, such as a styled shoot.
- ☐ Purchase VOW products for gifting needs like client, business, and holiday gifts. Proceeds are donated to VOW.
- ☐ Refer your couples to VOW when they are looking for registry, favors, or gifting options.

Raise Awareness

- ☐ Highlight your support of girls to your clients by showcasing your VOW Pro badge on your website, social media, email, and booking materials.
- ☐ Add VOW to your preferred vendor list as an easy, more eco-friendly, and intentional option for favors, gifts, and registry/gift list needs.
- ☐ Participate in social media campaigns like our annual International Day of the Girl campaign and help amplify on your social channels to highlight your support for girls.
- ☐ Advocate for VOW within your vendor community and among your contacts. Know a brand, media partner or couple who would be a good fit for VOW? A warm introduction goes a long way.

“I've always been passionate about children's rights and women's rights around the world and have thought for years that there is natural synergy between the wedding industry and the fight to end global child marriage. When I found VOW, I was so excited to find such an incredible organization that I could so easily fit into my business... It's rare to get to work on something that can make a real impact and be a part of creating real and lasting change.

— **Rebecca Yale, Photographer
& VOW Pro+ Member**



Photo Credit:
Rebecca Yale Photography

Our Mission

To end child marriage by building a connected groundswell of love and support for every girl whose right to own her future is at risk.

Our Vision

A world where no child is ever a bride.



DONATE TODAY

VOW for Girls is a registered 501(c)(3) organization in the US - EIN: 83-1964328

