

# BECOME A BRAND AMBASSADOR

Inspire everyone to join you in the 2021 VegOut! Challenge



## 4 SIMPLE STEPS

- 1. REGISTER** to take the challenge at [www.vegoutwithrfs.org](http://www.vegoutwithrfs.org) & download the app. Plan the announcement of your Challenge to drop in late February, then create a schedule of your VegOut content for the full month of March. Will you post daily or weekly? Or perhaps 2-3 times a week? You can even start a team – of course calling it something catchy.
- 2. MAKE** a short TikTok, snap, reel or selfie declaring for the world that you are up to the challenge and call on at least one of your friends or colleagues by name to take the challenge too—maybe even join your team. Post the video or selfie to social media with hashtag **#vegout2021** and the link [www.vegoutwithrfs.org](http://www.vegoutwithrfs.org). Make sure to tag your friend(s) to get ready for March 1! Kale Yeah!
- 3. SHARE** your VegOut! Challenge all month long on your IGTV, Facebook, Twitter, Snapchat, TikTok, newsletter or blog. Tell your fans and friends what veg you are eating, where you are eating, how you're cooking your veg, where you're buying veg, the crazy things you're trying, your efforts to get friends and family on board, what you love and what you hate, take snaps and video--the whole experience! Don't forget to use the hashtag **#vegout2021**
- 4. HAVE FUN THOUGHTS** for your Tiktok, snap or reel: [Shot while crunching on a carrot or cruising the produce aisles or at the farmers market] "*I'm taking the VegOut! Challenge with Recipe for Success in [month] and I am calling on [friend's name] to join me by eating 30 different veggies in 30 days. [Friends name], if you register and take the challenge, step up to the plate, and pile it with veggies, I will [some ideas]. . .*"
  - o Eat lima beans—and you know how much I hate them!
  - o Take you out to dinner at your favorite restaurant
  - o Cook a celebratory meal for you
  - o Buy you a glass of wine
  - o Make a donation to Recipe for Success Foundation to help combat childhood obesity by changing the way kids eat.

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**VEGGIES! 30 WAYS IN 30 DAYS**  
TAKE THE CHALLENGE!

[www.VegOutWithRFS.org](http://www.VegOutWithRFS.org)