

Project 10 kids

CHARITY SPONSOR PLAYBOOK



Be a Project 10™ Kids Charity Sponsor and help support an organization in your community. By creating partnerships with local charities and organizations you can help drive your business and make a difference in your community today. Follow these steps to be a Project 10 Kids Charity Sponsor:

Step 1: FIND AND SET UP YOUR CHARITY

- Find a charity that meets our [program guidelines](#) of teaching kids the value of living healthy lifestyles and good nutrition
- Review this playbook and complete the Vi PROJECT 10 Kids Charity Sponsor Agreement with your charity representative
- Complete submission process in Vi-Net
 - Log into Vi-Net
 - Select CHALLENGE > Project 10 Kids > > Request a Charity
 - Upload your charity's 501 c 3 and signed Vi Project 10 Kids Charity Sponsor Agreement (must be signed by both charity representative and Vi Project 10 Kids Charity Sponsor)
 - Add yourself to the Project 10 Kids Promoter Charity Sponsor [Facebook Page](#)

Step 2: SET YOUR GOAL

Set goal for how many donations you want to raise. We have 2 Programs to help you raise donations for your Charity:

- Enter Project 10 at project10.vi.com
- Every time somebody achieves a 10-lb. goal on Project 10 (lose 10 lbs. or build 10 lbs. of muscle), Vi donates 90 days of healthy meals, drinks, or snacks to a select Project 10 Kids Charity Partner.

• Vi Donation Match

- Every Vi Promoter has their own Promoter Giving Site (just go to username.project10kids.com) where anyone can make a direct product donation to a Vi Charity Partner of their choice. Because Vi doubles the impact by matching every donation, the more you give, the more we give!

Step 3: FACILITATE PRODUCT DELIVERY AND EDUCATION

- We recommend being there for the first product delivery to help facilitate and distribute
- Enough donations for a complete case must be raised to generate a donation shipment. Quantities required for shipment:
 - 12 Vi-Shape Shake pouches
 - 6 boxes of Nutra-Cookies
 - 6 Vi Crunch pouches

Provide Product Education

- Encourage kid-sized portions. All of our serving sizes can be cut in half to accommodate children's nutritional needs
- Refer to the products section of vi.com for more information on Nutritional Facts and Values
- Refer to product packaging for further information and direction as needed

Step 4: MAINTAIN THE RELATIONSHIP

- Set clear expectations and foster communication
- Create consistent contact and touchpoints
- Plan your visits around product delivery dates

Step 5: BUILD AWARENESS

Work with your leaders to create awareness in your community - here are 3 ways you can do it:

1. **Invite** your Charity Partner to participate in Challenge Groups, Market Wide Challenge Groups and Local Success Trainings
2. **Share Stories** – Gather the best stories as you help create them with your charity partner. Submit them to stories.vi.com and remember to follow these tips:

- **Photos** - Individual and group shots of Project 10 Kids holding up “Thank You” signs, candid photos during product education or fitness activities, and any other inspiring moments you can capture on film are the best*
- **Video Content** - Submit appropriate video footage of your Project 10 Kids Charity in action! Any group workouts, participant program and product testimonials, thank you videos and/or program highlights are preferred

All video footage should be submitted to videoupload.vi.com and include charity name and #Project10Kids in the video title, as they will be considered for marketing use*

3. Doing something newsworthy? Contact your local news and media outlets and get your community involved! If media contacts you or your story gets picked up, make sure you contact giving@vi.com and keep the following in mind:

- Explain what ViSalus is and your role as an “Independent ViSalus Promoter” as it will be important to clarify that you do not work at corporate but that you work *with* corporate
- Don’t make any medical claims (e.g., diabetes, high blood pressure, chronic/severe pain, depression etc.) and Refrain from using the word “obesity”

We’re thrilled you want to join us in transforming the health of future generations. We’re excited to read all the inspirational stories that will be created because of what you do.

* Agreements of Participants in Video Content, Photos, or Story Opportunities (available through ViSalus Corporate) – All individuals included in any video, photographs or story opportunities must have a copy of the Exclusivity and Appearance Release Agreement relevant to their location signed by the individual. All children under the [US] age of 18/ [Europe] the legal age of majority included in any video, photographs or story opportunities must have a copy of the Exclusivity and Appearance Release Agreement relevant to their location signed by the child and their parent or legal guardian. As the Project 10 Kids Charity Sponsor you will be responsible for retrieving and submitting completed agreements for all Project 10 Kids Participants included in any of the forms of content mentioned above on an ongoing basis. No video content, photos or story opportunities will be accepted for submission without the required and proper authorizations on the Exclusivity and Appearance Release Agreement. Please submit completed and signed agreements to EA@vi.com, identifying which charity partner and participants the attached agreements cover.

