



Event & Outreach Guidelines for Volunteers

The following guidelines are to be followed while representing Outside2Inside during O2I Events or Outreach activities involving interaction with non O2I people like schools, students, corporates and public in general.

1. Have a clear understanding of Outside2Inside.
 - a. Read & understand the mission & vision of Outside2Inside. (<https://outside2inside.com/mission-vision/>)
 - b. Read and understand O2I accomplishments, past & current programs. Check with O2I Board if you have questions.
2. Goal of Outreach
 - a. Plan & ensure to meet one or more of the following is met with your Outreach activity
 - (1) create awareness about food waste
 - (2) Create awareness about Outside2Inside
 - (3) Increase participation in O2I programs & events
 - (4) Increase followers/engagement to O2I websites & Social media pages
 - (5) Create and establish partnerships with organizations (schools/farms/corporates/other nonprofits/community/etc.,) which can help fulfill O2I's mission & vision.
 - b. When you do outreach, ensure the audience at least understands that food waste is a major issue and they have an important role in order to solve it. They can do it with the help of O2I.
3. Understand your Target Audience
 - a. O2I's primary goal is to create awareness to the community in general which includes all types of audiences. Understand the audience and do your outreach accordingly.
4. Food Waste Statistics
 - a. Be prepared with references if you are quoting food waste statistics. Check with O2I Board if you have questions.
5. Sharing of O2I social media and website links
 - a. Invite the audience to visit O2I's website (<https://outside2inside.com/>), [Facebook](#), [Instagram](#), [YouTube](#) and [Twitter](#) profiles.
 - b. Provide the audience with contact information (contact@outside2inside.com) to reach out to O2I.
6. Behavior
 - a. Always be courteous towards the audience. If you couldn't answer any of their questions, tell them that you will check and get back. Follow up with O2I Board and close on the questions promptly.
7. Follow Up
 - a. Post the outreach event, prepare a thank you email for the organizer, review it with O2I Board and send it to the organizer and attendees within a week of the outreach event completion.
8. In person Outreach
 - a. Have O2I flyers/brochures for your meeting. Share it with the outreaching organization contact person.
 - b. Have presentations about O2I and videos to play if possible.
9. Reporting back to O2I



- a. Submit a report on the outreach activity after the event to O2I Board.
- b. Ensure Outreach event details like organization name, point of contact name, email, phone, address are captured.
- c. Include the outcome/accomplishments from the Outreach event in the report
 - a. # of people attended the event
 - b. # of flyers distributed
 - c. Partnership established for an event etc.,