

VITILIGO AWARENESS INT.

*Guide  
for  
ambassadors*

Guidelines for VAI  
ambassadors



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# *Vitiligo Awareness Int.*

Where Vitiligo Becomes  
A Blessing!





# *About Us.*

## **What is VAI?**

VAI is an international non-profit charity foundation striving to help people deal with the skin condition Vitiligo in positive ways.

## **Our Mission**

People with this skin condition handle their changing appearance in different ways. The foundation is focused on the group who actually suffer from this skin disorder and tend to have negative feelings because of their Vitiligo. These feelings may differ from a negative self-image to suicidal thoughts, to anti-social behavior and even (online) bullying. We have chosen to focus on this group; because everyone is worthy, no matter how different and unique someone is.



# *Why help us out?*

## **Charity Work**

By contributing your help to VAI you are committing yourself with charity work which gives a positive purpose to serving humanity.

## **International Team**

You are joining an international team with other ambassadors who all feel connected to the same mission, vision and ambition as VAI.

## **Recognition**

All our team members and ambassadors receive their deserved recognition and will receive international visibility through our platforms.

# WHY DO WE NEED AMBASSADORS?

We are working hard to create an international platform for Vitiligans by Vitiligans, but also a platform for those who are interested in the beautiful skin condition Vitiligo.

To create this platform we have combined a team to create and design content. We tend to involve a lot of different people to share their journeys and stories.

As our ambassador we will be counting on you to (re)share our content and reaching out to our audience on social media. In this way we strive to involve people from all around the world and reach out to as many people with Vitiligo as we can.





**GETTING  
STARTED  
WITH**

**VAI**

# VAI AMBASSADOR

As our ambassador we will be counting on you to (re)share our content and reaching our audience through social media. Think about social media platforms such as: Facebook, Instagram, LinkedIn, Snapchat, TikTok, etc.

Team VAI will be responsible for providing the content for you to (re)share. The team will send you the content through Instagram, Whatsapp or E-mail. Also when tagged into one of our posts you are able to (re)share our content.

You are free to (re)share any of our content at any given time.

All ambassadors will receive a personal discount code for them to use (unlimited) in our charity shop.

***Make sure that your Instagram is set to public when (re)sharing our content on Instagram.***





THE STARTING POINT

# *Do's and don'ts*

MAKE  
IT  
HAPPEN



# *Do's*

- Set your Instagram account to public.
- Use relatable hashtags provided by our team.
- Tag concerning accounts related to the correct provided content.
- Always notify the team when you have (re)shared our content.
- Try to (re)share our content at least twice a week. (You are allowed to (re)share the same content multiple times).
- If you have any suggestions for content creation or anything else, they are most welcome.
- Contact the team whenever you have any questions.



# *Don'ts*

- Do not present yourself as the owner or as an employer of VAI.
- Do not give out false information about our charity foundation.
- Do not pay the full amount when ordering an item from our charity store. Use your given discount code.
- Do not spam any social media platforms with too much or unwanted content.





# Opportunities & Benefits



# *Opportunities & Benefits*



## **TEAM WORK**

Become part of an international team with a global purpose.



## **CHARITY WORK**

Serve humanity by doing small tasks 5 minutes a day.



## **GAIN VISIBILITY**

Gain global visibility by working together with VAI.



## **PERSONAL DISCOUNT CODE**

Get 20% discount for you and your family and friends to use on our **non-profit** Vitiligo awareness giftstore.

Valid for as long as you are a part of our team.

# *Need assistance?*

## **CONTACT US**



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