

VITILIGO AWARENESS INT.

*Digital  
Scouter  
Guide*

Guidelines for a Digital Scouter



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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 work with us?*

## **Charity Work**

By working with us you are committing yourself with charity work which gives a positive purpose to serving humanity.

## **International Team**

You will join an international team of 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 A DIGITAL SCOUTER?

We are creating an international platform for Vitiligans by Vitiligans, but also a platform for those who are interested in Vitiligo.

To create this platform we want to involve different people from all over the world to tell their story, to create content or join different projects. There are a lot of people out there who want to share their story, share their content; they wish to create more awareness and support those who need this.

We need a digital scouter to look out to those people and organizations who share our vision, mission and ambition. In this way we can provide them our platform as their stage.

As a scouter it will be your task to search these people (individuals and influencers), organizations and other foundation who are willing to join our platform.





**GETTING  
STARTED  
WITH**

**VAI**

# DIGITAL SCOUTER

As the digital scouter you will be responsible for finding the right contributors. Think about:

- Vitiligans
- People who wish to join our team
- Foundations and organizations
- Other partners to collaborate with
- Other social media accounts where we can promote our foundation

***Make sure that you are engaging contributors that fit our targeted audience such as other people with the skin condition Vitiligo or other foundations, companies or organizations with a common mission, vision and ambition.***





THE STARTING POINT

# *Do's and don'ts*

MAKE  
IT  
HAPPEN



# *Do's*

- Always notify the team when you have found interesting contributors.
- Note that you are responsible for the communication between the contributors and the content creators.
- Whenever we are working with certain contributors make sure they are connected with the right content creators.
- Inform messengers that you are a ambassador/volunteer and part of Team VAI when asked who they are dealing with.
- Try to spend at least 5 minutes a day and at least 4 days a week on fulfilling the tasks mentioned above.
- 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 present a volunteer/contributor without certainty that the person is able to deliver which is required.
- Do not over-sell our foundation to volunteers/contributors.
- Do not force someone to join our team, this will effect our whole foundation.
- Do not give out information through the DM without approval.
- Do not post any religious, political or sexual sensitive or abusive comments or stories.





# Opportunities & Benefits



# *Benefits & Opportunities*



## **TEAM WORK**

Become part of an international team with a global purpose.



## **CHARITY WORK**

Service 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 Vitiligo awareness giftstore.

# *Need assistance?*

## CONTACT US



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