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From registration procedures and event planning to campus outreach and online marketing, the starter guidebook is an invaluable resource to thousands of students.

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Welcome

This toolkit is aimed at guiding students in starting a TABLE FOR TWO USA chapter at their college or university.

Student leaders are central to TFT USA’s mission and work. Without the help of hundreds of enthusiastic students across the country, we simply wouldn’t be the organization we are today. TFT supplies the support and resource network while students gain hands on entrepreneurial experience growing a social business.

Thank you for joining TABLE FOR TWO USA!
About TABLE FOR TWO

Over 50 million healthy school meals have been served to both sides of the table thanks to over 600 corporations, government offices, schools, restaurants, and convenience store chains implementing the TFT program in their cafeterias and establishments.

What is Table For Two USA?

In our world of 7 billion, 1 billion lack access to adequate food and nutrition, while a roughly equal number suffer from obesity, diabetes, and other health issues related to overnutrition. TABLE FOR TWO rights this imbalance by simultaneously addressing the two opposing problems through a unique "calorie transfer" program.

TABLE FOR TWO USA is registered as a 501(c)(3) public charity that partners with corporate cafeterias, university dining halls and restaurants, designating a healthy, slightly low calorie meal. The reduced calories are monetized and the equivalent of 25 cents per meal is donated and used to provide one school meal in Uganda, Rwanda, Ethiopia, Kenya, and Tanzania. This nutritious meal improves concentration, increases attendance, and supports learning to break the cycle of poverty. Starting in 2013, TFT USA launched a domestic program, supporting the provision of healthy school meals to underserved communities here in the US. In addition to the traditional cafeteria program, TFT USA launched a VENDING MACHINE FOR TWO program in May 2012. Healthy snacks and drinks are served at partnering corporations and schools, with a percentage of the proceeds donated to TFT USA.

A brief history

TABLE FOR TWO was conceived in 2006 at a World Economic Forum conference that discussed malnutrition in developing countries and obesity in the developed world. Founded in Japan in 2007, the mission has always been global in nature. TABLE FOR TWO USA was founded in 2010 in New York and has since then spread to San Francisco, Washington D.C., Los Angeles, San Diego, and Indiana. As of May 16th, 2013, TFT USA has 33 partners and 40 locations that serve TFT branded meals, snacks and drinks. TFT partnering organizations can be found in Japan, Hong Kong, Korea, Vietnam, Taiwan, U.S.A., U.K., Norway, France, Italy, Switzerland, and Saudi Arabia.

How does it work?

Nutrition specialists help create healthy and economic TFT meal options at a cafeteria or restaurant. When a customer orders a TFT option, they enjoy a healthy meal and $0.25 is donated to TFT. 80% of all non-earmarked donations go to our implementing partners for direct costs associated with the provision of school meals. TFT USA retains the remaining 20% to cover all operational costs including expenses required to expand TFT USA’s activities and to further our cause.
Student Leaders

Student leaders come from a myriad of backgrounds and contribute in varying ways.

Some students (such as the chapter leaders) are heavily involved in TFT USA's activities on a daily basis. Others set aside a few hours a week and work with the chapter leaders on their assigned tasks. Some of our students have commitments that don’t allow for regular participation, but help out at events and other ad hoc tasks.

We understand that students carve out precious time out of their busy schedules and truly appreciate any help they can provide. At the same time, it is necessary to establish guidelines and expectations to ensure transparency and proper management of TFT USA's activities, as well as to make certain that TFT USA is represented in the most professional and positive light possible when interfacing with potential partners and the public at large.

Chapters

In addition to TFT USA's overarching work, local activities are organized by “chapters,” which are led by “chapter leaders.”

This is not a legal construct, but rather an informal organization based on geographic location. TFT USA currently has chapters and groups of volunteers in San Francisco, Washington D.C., Los Angeles, San Diego, New York, and Indiana. Chapter leaders are appointed by TFT USA's officers and communicate periodically with TFT USA.

Chapters and its members typically host events and fundraisers, join existing events to spread the word on TFT's activities, and approach restaurants and local corporations to join the TFT program. TFT USA's officers are responsible with establishing partnerships with national corporations with offices in multiple locations. We understand that chapters may require funds to host events, prepare materials for sales pitches, and for other miscellaneous expenses during the course of their activities. Each chapter – through its events, fundraisers, and new partnerships with restaurants and corporations – collects donations through its activities. All donations must first be sent to TFT USA so the funds may be deposited and recorded. Funds must be sent within 30 days of collection. Once this is done, each chapter and chapter member may request reimbursements for reasonable expenses incurred, not to exceed 15% of total donations collected by each chapter.
Getting Started

I’m interested in implementing or participating in Table For Two on my campus. How do I start?

College chapters are integral to the success of TABLE FOR TWO’s unique model. Through on campus networking, fundraising, and outreach, our student leaders help raise thousands of dollars each year to combat hunger and malnutrition globally, all while highlighting the benefits of health conscious eating locally for their own peers. The donations collected by each chapter travels back to TFT USA, and is then sent to our global partners to provide school meals in communities left malnourished from poverty and disaster.

Students interested in spreading TFT’s mission locally should look to register a college chapter through contacting TABLE FOR TWO, as well as their university’s student activities department. Successful college chapters commonly feature small, focused executive student boards, dedicated and regularly involved general body members, and continuous outreach programs to engage their wider campus community.

Student leaders should plan on filling the following six required positions needed for a complete TFT college chapter: President, Vice President, Treasurer, Events Coordinator, Public Relations Chair, and General Body Coordinator.

University registration procedures vary from school to school, but the general process involves a formal application made to the college, a trial period, and a chapter election to fill the executive board once the university has approved the organization.
What is each position responsible for?

President
You are responsible for leading and managing intra-board relations as well as overseeing all chapter programs throughout the year. Resourceful students with an exceptional sense of leadership and organization should fit well within the role of a TFT student president.

Vice President
You are responsible for working closely with the president to manage chapter programs and oversee the completion of duties from your fellow board members. Socially engaged, confident students with an interest in leadership development and community building should fit nicely within the role of a TFT student vice president.

Events Coordinator
You are responsible for planning all events and programming hosted by your student chapter. Creative, detail oriented students should fit well inside the duties of events coordination; from room reservations and decor design, to speaker and performance bookings and consultation.

Treasurer
You are responsible for overseeing all chapter finances. Organized, business forward students should find the duties of the treasurer fairly easy and gratifying, as they oversee firsthand how their team’s efforts are benefiting the university as well as the organization’s global projects.

Public Relations Chair
You are responsible for engaging existing TFT general members as well as the greater campus community to attend chapter programs including meetings and larger scale events. You will work actively with your fellow board members through social media and flyering initiatives to build a community of supporters for TFT’s local and international mission. Socially engaged students who enjoy and thrive in community outreach should fit nicely as a TFT student public relations chair.

General Body Coordinator
You are responsible for representing the general body member base at executive board meetings and work in liaison to maximize communication between these two vital groups. You will also work closely with Public Relations Chair and Events Coordinator to host engaging general meetings to build out your volunteer network and TFT support system.

Building a General Body
All college chapters face a big challenge: gaining a dedicated group of members within the student body is imperative for all future chapter initiatives.

How do I build out a general member body?

The size of the general body will dictate how successful your campus outreach is, how much money you will raise for TFT, and ultimately how much funding you will receive from the university to continue hosting events and initiatives that further develop TFT’s presence at your school.

Try out some of these great ideas:

- Tabling at popular campus spots with information tables and sign up lists
- Registering at campus involvement fairs and orientations each semester
- Flyering on approved campus bulletins, transportation, and posts.
- Engaging and maintaining an active presence on social media networks
- Approved announcements through university department mailing lists for students studying TFT mission related fields such as the nutritional sciences, social work, political science, and public health.
- Cooperate with other similar nonprofits frequently to build relationships with students that are already participating in volunteer work at your school.

How do I maximize fundraising efforts?

Student leaders help TFT push its mission forward through hands on, creative fundraisers. A few ideas to consider:

- Chapter events through ticket admission such as concerts, talent shows and related competitions, and festivals
- Canning events at local supermarkets and counter donation boxes at popular stores on campus
- Chapter product sales such as group t-shirts, hats, and holiday gifts
- Birthday donation programs
- Partner with other student orgs on campus to incorporate TFT’s mission into an upcoming event.

What programs can I set up to raise awareness about malnutrition and health conscious eating?

- General meetings open to all students, and residents within your college town about proper eating habits
- Publishing student articles on responsible nutrition management in school papers and networks
- Flyering health tips on campus at resident halls and dining halls
- Contacting departments within your school for in-classroom awareness presentations
Healthy Meal Choice Implementation

After building a vast network of TFT supporters on and off campus, our student leaders work with their university dining boards to incorporate TFT healthy choice meals into campus eateries.

The first step is promoting TABLE FOR TWO’s mission within the campus community, through student networking and engagement initiatives. These activities can range from school newspaper advertisements, radio and flyer promotions, to presentations and meetings with nutrition and municipal meetings. The goal of TFT promotion is to produce visible support and demand for a TFT healthy choice meal which not only improves on campus student health, but creates school meals for students based worldwide. After garnering support from the student body, professors, and related university departments, TFT student leaders initiate the process between their school and TFT USA. For more information on this final phase, email a TFT USA representative.
Keep It Going

Setting up a college chapter is hard work and a huge accomplishment! Now your focus is to grow outwards and maintain what’s already been built.

FAQs

Why should I participate?
TABLE FOR TWO is a social enterprise that is truly taking off globally. The concept is so unique that in a few short years it has spread from Japan to 18 countries across the world. It’s spreading like wildfire across college campuses too!

What kind of presence does TABLE FOR TWO have on university campuses?
Globally, TFT has well over 1,500 student supporters across over 100 universities. In the U.S., TFT is active at over a dozen universities, including Columbia University, Capital University, American University, George Mason University, and UC Davis.

What are the different events I can hold for TABLE FOR TWO?
There are three main types of events:

- Food sales – You can hold an event once, or on a regular basis on your campus.
- Cafeteria sales – Your school cafeteria sells Table for Two branded meals.
- Festivals – Plan an event with multiple organizations to join forces around a common cause.
- Panels & Talks – Invite speakers to discuss topics ranging from food security to nutrition and development issues.

How do I decide which is right for me?
Here are some considerations for the different events:

**FOOD SALES:**
- **PROS:** Fairly easy to run, great for those still building group members, who want to get the ball rolling fast, or who ideally want to do cafeteria sales but are in the approval process.
- **CONS:** Lower impact
- **KEYS TO SUCCESS:** Publicize well ahead of time with our tools and have a big presence during the event. Try to get meals from popular local eateries to partner with.

**CAFETERIA SALES:**
- **PROS:** Potentially high impact dollarwise, and relatively low maintenance to keep a program going once started.
- **CONS:** You’ll need to do more work upfront to get the right approvals
- **KEYS TO SUCCESS:** Persistence to stay in contact with administration and follow up on tedious patience when the process moves slower than you’d hoped!
FESTIVALS:

• **PROS:** Talk about impact! Whether it is about world hunger, culture, or human rights, you’ll play a big role in addressing and helping shape the campus’s views on important issues. Roles and responsibilities should be split amongst many people, just remember that power is in numbers!

• **CONS:** Obviously an event of this size takes a lot of time and effort.

• **KEYS TO SUCCESS:** Leadership skills, and attention to detail to plan an event. Strong advocates and publicity for your event are also important to encourage as much participation.

PANELS & TALKS:

• **PROS:** It’s a great way to tie TABLE FOR TWO to real issues in the world today. It’s also a great way to reach people who otherwise might not hear about TABLE FOR TWO

• **CONS:** Potentially lower impact

• **KEYS TO SUCCESS:** Try to incorporate TABLE FOR TWO meals, snacks, or drinks as part of the event so you can see TFT in action. We understand that universities are a place for study, but make sure to tie the event to TFT and the real world!

Chapter events and programming are ultimately up to each individual college chapter and should be based on the agreement of the executive board, as well as feedback from the general body and greater college community. TFT college chapters should serve as a valuable resource for students and faculty who wish to participate in greater social change through healthy living and community building. Update TFT USA as often as possible so we can feature your accomplishments in our broader global network and provide tips as you grow larger each semester!

**Code of Conduct**

Although volunteers are not legal employees, they represent TFT USA to the general public and as such, we expect professionalism and behavior consistent with TFT USA’s mission and work. In-person conversations, telephone conversations, emails and other written communication sent on behalf of TFT USA all require professionalism and thoughtfulness.

TFT USA is a nonprofit organization with our brand image as one of our strongest assets. As such, any conduct that reflects poorly on the organization may have serious and irreparable damage to the organization. We also expect volunteers to treat each other with respect as well as professionalism.
During the first few weeks of your newly registered college chapter, you’re going to want to maximize visibility—both on campus and off. The following TFT social networks kit should help you in unifying presentation across all your social networks.

### Twitter

When starting up your chapter’s presence on twitter, the first thing to do is sign up using the official TFT college chapter’s email address to ensure every social platform is unified as best as possible.

Under first and last name, fill in TFT [your college name], and as your username, @TFTcollege. For example, a TABLE FOR TWO student chapter at American University would list their name as TFT American University and

Next, change the theme color to TABLE FOR TWO’s recognizable red, which is represented by the value #D3017. After inputting this number into the box, click Done and move on to filling in a Bio, as shown above.

In the Bio section, input ‘Tweets from the TFT Student Leaders of [your college]. Under Location, enter your respective college’s town. Under website, link to Table For Two’s website, www.tablefor2.org.

Upload your profile photo, titled TFT Student Profile Photo, as shown above. Be sure to edit the tagline inside the photo which indicates your specific college chapter. Similarly, upload a banner image of your choice above the profile photo from Table For Two’s international work or a photo from your own college campus. Always try to make sure the media uploaded to TFT pages stays relevant and appropriate with the work of TABLE FOR TWO.
As pictured above, your newly customized Twitter profile is ready to use for tweeting and networking! Be sure to engage with general body members and neighboring college chapters through follows and follow-backs as often as possible to expand outreach initiatives later on.

Facebook

Facebook allows you to use whatever account you’d like to create a page for an organization, whereas with Twitter you needed to create a new account entirely. This eases the amount of effort you and your board members will have to spend managing the page as your chapter grows.

First, after selecting ‘Create a Page’ in the upper right corner of your screen, select the box ‘Company, Organization or Institution’ and then select ‘Non-Profit Organization’. Enter your chapter’s name as pictured above, and click ‘Get Started’.

Select ‘Change Profile Photo’ and ‘Change Cover’, then upload the appropriate photo files as previously noted. Try and keep the profile and cover photos consistent across Facebook and Twitter to maintain consistent presentation. Having a unified social media presence improves both your presentation as an organized executive board to your peers and also allows for easier management when your chapter begins to advertise certain projects more aggressively online.
Updating Your Page

Use statuses, photos, videos, and event announcements to keep your members engaged. As pictured above, upload event flyers, community announcements, and event photo albums as they become available. The Student Guidebook has ready to go media fully available to Student Leaders kickstarting an online campaign. Use them directly, or as inspiration for your own ideas on how to keep general members engaged. The more your members know about the activity of your chapter, the stronger their commitment to TABLE FOR TWO.

The following template and samples should help guide you in your online marketing projects to spread the word about TFT’s college model. Make sure to add the name of your particular chapter to keep all media personalized and tailored to your members’ TABLE FOR TWO experience.

Create your own social media content in the future using the icons below. These will look familiar to you as they are used frequently throughout the guidebook to help illustrate important features of a well functioning college chapter. Use them in your online and on campus graphics in a similar way to highlight general member announcements and event flyers.

The above graphics should be coupled with your chapter’s community updates. Think of the icons as a badge for the subject of your announcement and the text as the caption. As always, personalize graphics with the name of your college chapter to build the organization’s brand locally according to your newly built community.

Tweet or post these types of media at least a few times a month to maintain TFT’s presence on your followers’ timelines, especially in your chapter’s first semester.
Below is a banner template for more informal notifications to your general body. The column format the template follows will have you place the date of your message, and any upcoming events alongside your subject text and headline placed to the right. Follow these templates as closely as you’d like, or create your own design!

Finally, remember to adjust your online graphics according to the correct file sizes of Twitter and Facebook. Not setting the appropriate size may distort or even crop some media from displaying properly on particular channels. For Facebook, announcement files should be adjusted to 1200x1200. Profile photos must be set to 180x180. Twitter announcements appear better at a 880x440 size. Twitter default photos appear nicely at 400x400.
TABLE FOR TWO
Contact Information

General Inquiries
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