

# ★ ★ Vegan ★ ★

## Chef Challenge

Guide



### Who runs a Challenge?

It takes a (small) village to run a challenge.



### What do these folks do?



### How can I organize a Challenge?

#### RESEARCH & RECRUIT

3 months before challenge



- Find a community partner to "sponsor" and promote Challenge; apply for VegFund grant; recruit "Street Team"
- Assemble contest "theme" and restaurant "wish list" (those with few vegan options). Assign volunteers to "adopt" restaurants.
- Hit the pavement! Ask popular restaurants/head chefs to participate (during off hours). Share successes of similar challenges and provide guidelines.
- Set up your social media sites: Facebook, Twitter, and a # (eg., #veganchefchallenge). Keep these pages active and your audience engaged with photos and updates!
- Create voting "survey" on free site like SurveyGizmo - see link for sample questions

#### PREPARE



Pre-Challenge

- Restaurants: get dish name, price, and professional photo of both dish and chef (ask a friend!). Ask for taste test for press/promotion, & to track sales
- Create short "chef and server guide" to share with all restaurant staff (see below)
- Pitch your press/blog contacts on the awesome progress and contest!
- Request prize donations (for chefs and voting participants) - like vegan cookbooks or products, Whole Foods giftcard, coupons, etc.
- Get your creative friends to make a poster plus mini-size table tents; put in participating restaurants & poster around town; include link to vote!

#### PROMOTE!



During Challenge

- Highlight a dish every few days on social media
- Check in with restaurants weekly (ask for outcome so far, if any questions - share customer feedback!)
- Remind everyone to use your #hashtag and share voting link often; select voter at random for "prize" to encourage voting

After the Challenge, tally votes. Share winners on designated date, or at after party! Get chef feedback & encourage them to keep the dish (or another vegan option) on the menu.

