



# ROBIN HOOD ARMY

The Robin Hood Army is all about decentralization and impact. Every city functions independently and does what works best for them. This is merely a template to make your drives easier.

### *To get things started you should:*

Set up secret Facebook and Whatsapp groups for your team. These groups are a great way for the team to internally coordinate meetings, discuss plans, bounce off ideas and share updates.



Ask your Robins to wear green for the drives– ideal way to create an identity.



Assemble at a convenient meeting spot. Someone's living room, garden or a coffee shop- are few of our RHA hubs.



Irrespective of how repetitive it gets over the weeks, for the new recruits - it helps to share the vision and current plans. Ownership will only come when people are passionate about the RHA.



Discuss and allocate plans which can be carried out over the week– scouting roads for homeless clusters, allocating restaurant leads and how to make RHA a household name in your city.



Run everyone through the plan for the evening's distribution – which places we are going to, team/food distribution between cars, routes to be followed, getting everyone mentally prepared for what they will experience, importance of taking quality pictures.



Explain why pictures are important. A Robin's take "On RHA's first night of distribution, I realized that helping the less fortunate feels good personally, but honestly feeding 50 odd people a night, once a week is not going to create any real difference in a country where millions are starving. For that we need to reach out to more people, more restaurants and more cities – and the best way to spread the word is capture our journey over photos."

Makes what we do legit and inspires like-minded people to join the RHA.

Sharing the activity on social media etc. Once done with the day's drive, collect all the photos of the distribution from the team members. Post the best pictures on Facebook and tag the Robin Hood Army official page.

This will help us see your photos and post it on the main RHA page for the world to see!



Take a group picture with the food before the cars split routes for distribution. This is the one you share with your grandkids when they ask you how you served the nation!



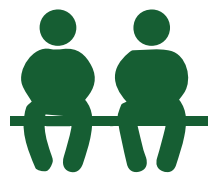
Be sensitive while taking pictures, be 100% sure that you are not offending anyone. The kids simply adore selfies.



Be compassionate while offering food – use terms like "Aap nastha karoge/ Would you like to have dinner" while distributing.



Talk to people, listen to them - everyone has a story they love sharing. When talking to kids try to influence them to go to school, read books.



Try to catch up with the team post distribution at a restaurant partner over dinner – the bonding which results makes RHA family.



Ideal day to start with: Sunday. You can prepare for distribution during the day without coming in the way of work, people will be on time, there shall be less traffic on the streets.



## TIMINGS

**6:00 pm**

Team meets

**6:15 – 7:00 pm**

Introductions, discussions ,planning  
splitting people and food into smaller groups

**7:00 – 8:30 pm**

War time for the RHA distribution

**8:30 – 9:30 pm**

Dinner Catch-up

- Ideal first team – people in your network who you know and trust to execute, influencers who have a good heart.

- Make sure you constantly coordinate with the RHA social media folks and provide them snippets of your distribution to share. It's a good practice to share these updates on social media, more people in your circle will want to join your cause. Some chapters also maintain albums recording each distribution in the Facebook secret group.

- If people from the press, restaurant owners are coming for distribution – encourage them to not just observe but to take part in the team's activities. They are not helping the Army, they are the Army. The more people who are invested in the product – the greater the impact we can create.

- Identify people in the team who love what they do, and can take more responsibility

- Overall – make it fun, create a team, and reach out to as many hungry people as we possibly can.



**Go Robin!**