



BECOMING AN AMBASSADOR

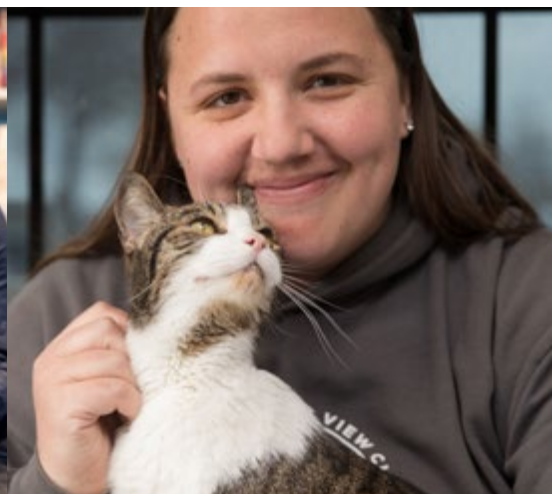
What is your why?

The strongest ambassador campaigns implement storytelling that captures hearts and minds. As you consider becoming an ambassador for Best Friends, ask yourself why you like the work we do and how the pet resource center can strengthen that work. How does the Best Friends mission directly impact the animals and people in your life? What would happen if Best Friends didn't do its work?

Are you interested in recruiting other ambassadors to become a part of a team?

Becoming a part of our team ambassador program is an incredible way to reach a large group of people that you may not be able to reach by yourself.

If you'd like to achieve more during your ambassador campaign, being a part of a team is a great way to raise more money for the animals of Best Friends.. The chart below describes the Giving Circle team tiers, the recommended fundraising goal and what each team will receive.



GIVING CIRCLE AMBASSADOR TEAM TIERS

Giving Circle	Number of participants	Recommended goal: Remember, any amount saves lives.	Things you will receive
 <p>Biscuit</p>	1	\$500–\$2,000	<ul style="list-style-type: none"> • Exclusive sneak peeks of the pet resource center • Two invitations to ambassador events
 <p>Banana</p>	2–10	\$2,000–\$5,000	<ul style="list-style-type: none"> • Exclusive sneak peeks of the pet resource center • 10 invitations to ambassador events
 <p>Garfield</p>	11–20	\$5,000–\$10,000	<ul style="list-style-type: none"> • Exclusive sneak peeks of the pet resource center • 20 invitations to ambassador events • Eligibility to participate in the “big dog” fundraising competition
 <p>Golden Whiskers</p>	21+	\$10,000 or more	<ul style="list-style-type: none"> • Exclusive sneak peeks of the pet resource center • 30 invitations to ambassador events • Eligibility to participate in the “big dog” fundraising competition

How to kick off your campaign as an ambassador

SET A GOAL.

Our recommended ambassador goal for individuals is \$500 to \$2,000. Take some time to think about your confidence in raising a specific amount. If you need guidance, check out some of the fundraising tips we’ve included below.

Remember: If you reach your goal early, you can always increase it. You are welcome to set your own goal and we are here to assist along the way. Any amount saves the lives of animals in Northwest Arkansas!

CREATE YOUR FUNDRAISING PAGE.

It only takes a few clicks. Just visit bestfriends.org/nwa/ambassador and set up your own personal fundraising page. Once you’ve created your page, you can start accepting donations that will go straight to work helping homeless pets in Northwest Arkansas. You can share your fundraising page on social media, through email or send it to potential donors after in-person meetings.

MAKE YOUR FUNDRAISING PAGE PERSONAL.

Ensure that you know your “why” and share that story when you speak with potential donors. Let them know why this cause is close to your heart. Did you adopt a pet? Do you volunteer? Did a pet touch your life? People want to know about you and what is important to you. Update your fundraising page with your personal story, photo or even a video about why this cause is important to you.

Your fundraising center includes suggested email messages that can get you started. You can tailor your messages to your “why” and add a link to your personal fundraising page.

START OFF STRONG BY RAISING A QUICK \$500.

1. Show your commitment and contribute to yourself: \$25
2. Ask your spouse, parents and other family members to match your donation: \$75
3. Ask your co-workers to donate: \$25 (five co-workers, \$5 each)
4. Ask a vendor or supplier from your company: \$50
5. Ask friends to sponsor you: \$25 (five friends, \$5 each)
6. Ask members of a club you belong to: \$100 (10 members, \$10 each)
7. Send out a letter to your holiday card mailing list: \$100
8. Ask people at businesses that you frequent often: \$40
9. Ask someone who has asked you for a donation: \$10
10. Ask your boss for a company contribution: \$50

IDENTIFY FUTURE DAYS OF GIVING, BUT BEGIN ASKING EARLY.

The earlier you begin asking people to contribute, the more you will raise.

Once you get the ball rolling, think about any upcoming events such as birthdays, anniversaries or a wedding. Consider requesting donations in lieu of gifts to add new life to your donation campaign.

Best Friends Day, a day of giving, is coming up on June 8, 2021. Make sure you are ready to share!

GET SOCIAL.

Facebook, Instagram, Twitter or LinkedIn are powerful tools to ask friends for their support. Be sure to include a link to your ambassador page in your profile. Making your ambassador page accessible on multiple platforms will make it easier for your guests to donate.

Check out our [Ambassador Social Media Toolkit](#) in your materials for guidance and a breakdown of posts.

TALK TO PEOPLE.

Although the COVID-19 pandemic has limited our ability to meet face-to-face, consider options such as video calls, outside and distanced meetings, phone calls and other safe options to share your excitement about Best Friends and encourage others to share the mission.

HOST A SMALL PUBLIC FUNDRAISER.

There’s a reason why a lemonade stand is a classic first job for many community members: It raises money. Think about hosting a lemonade stand, community yard sale, spare change collection, community car wash or small sports competition to help raise money for your fund.

SAY THANK YOU.

Don’t forget to tell everyone how much you appreciate their support and generosity. When it’s time to send out a thank-you note after receiving a donation, be sure to include a short, sincere expression of gratitude for how much that gift means to you and the animals.

Tips and tricks to reach your fundraising goal

REMEMBER THAT THERE'S NO HARM IN ASKING.

Asking for money is hard, but you will find that most people want to support you and your cause.

Try reframing your ask. For example, if a friend offers to pay for dinner, you could say, "Rather than taking me out to dinner, would you consider donating \$5 or \$25 instead?"

A great way to make reaching out for donations feel more manageable is by asking one person per day to donate. The more people you ask, the more money you will raise.

AIM HIGH.

Start with the person who you think will give you the largest donation. Also, instead of asking for \$25 and settling for \$10, ask for \$50 and settle for \$25. Of course, you always want to base the amount you're asking for on your prospect's ability to give.

TELL SUPPORTERS WHERE THEIR MONEY WILL GO.

Let them know how their donations will help homeless pets. You can explain that the money raised through your ambassador fundraising will help build the pet resource center. The money you raise will help save the lives of thousands of cats and dogs in our community. For more information regarding our financial information, check out our [financial page](#).

COLLATERAL 101

We have provided you with a link to our pet resource center campaign website, flyers, social media posts and email templates to help get you started. Use these tools to encourage giving at in-person meetings, on social media and through email.



Want to do more to help save homeless pets?

VOLUNTEER WITH US.

Get closer to the animals you are working to save and learn more about Best Friends by volunteering at our cat room or during one of our events. You can get started at volunteers.bestfriends.org.

STAND UP FOR HOMELESS PETS.

Advocacy work is crucial for saving lives. It takes just a few short minutes to learn about the issues that matter and send an email to your elected officials. The actions of our government — federal, state and local officials — have an enormous impact on pets. Take action today.

BECOME A FOSTER VOLUNTEER.

As a foster caregiver, you provide a temporary home for an animal before adoption. Fostering animals is a wonderful and personal way to help save lives and give an animal lots of love while also getting love in return.