

2021 Bring the Power Virtual Luncheon Ambassador Outline

What does being an Ambassador Mean?

Each year, our annual Bring the Power Luncheon helps us raise over \$60,000 for our programming. This is our largest fundraiser of the year and is crucial to our success in supporting single-parents in overcoming barriers as they pursue their education.

By signing up as an Ambassador, you are helping to make sure our virtual event continues to bring in the funds necessary to make sure our programming continues to be vibrant, resilient, and responsive for our Participants and our community.

As an Ambassador, you are signing up to:

1. Join us on March 4th and watch our livestream event - Rise to Resilience
 - a. If you cannot join us while we are live, we ask that you view the event recording, which will be available following the live broadcast
2. Share our event with your friends, family, and networks and invite them to participate in our livestream
 - a. You will have your own page created on our event website where your friends and family can go to donate - Set a donation goal and help us build excitement for our event and Rise with Resiliency in 2021!

How Do I Become an Ambassador?

1. Sign up online as an ambassador at this link:
<https://app.mobilecause.com/vf/RESILIENCY>
 - a. Use your page to set a goal for how much you'd like to raise
2. Receive an Ambassador toolkit from Project Self-Sufficiency in advance of our event on March 4th
 - a. Program and Impact Information to share with your network
 - i. Program Overview and Information
 - ii. PowerCircle Membership information (Our new Monthly Giving Society!)
 - iii. Annual Report
 - b. Social Media Kit
3. Invite your friends and family to join you in donating to our event
4. Want to do more? Invite friends and family to become ambassadors themselves and spread our mission even further!

Questions?

Reach out to us at ricki@bringthepower.org or 970.829.5249