**Ambassador Agreement**

*The key role of an Ambassador is to raise awareness about Brighter Futures through personal advocacy. Brighter Futures Ambassadors accomplish this in several ways:*

\*          Ambassadors are enthusiastic and dedicated supporters of  Brighter Futures who are excited to share our story to help promote awareness of our charitable organisation.

\*          Ambassadors are passionate about our cause and are committed to keeping abreast of new, relevant issues that may impact our Brighter Futures clients/community.

\*          Ambassadors have the opportunity to participate in fundraising activities and to seek support from individuals and corporate partners, large and/or small, via contributions of time, money, and/or in-kind support

*Ambassador Responsibilities:*

\*          To ensure a full and in-depth understanding of the work of the charity.

\*          To be able to talk with knowledge and empathy about the work undertaken and the families involved.

\*          To develop where possible the relationship between the charity and the social, corporate and political movement.

\*          To attend a minimum of two meetings a year to share information, diarise, plan, co-ordinate and liaise regarding the upcoming Brighter Futures events.

\*          To encourage others to become Ambassadors for the charity.

\*          To be updated about the various social media platforms of Brighter Futures including, but not limited to,  Facebook, LinkedIn and Twitter in order to promote with others

\*          When representing Brighter Futures, Ambassadors will conduct themselves in a professional manner. Ambassadors may present themselves as Brighter Futures volunteers, and should give due regard to any risk of reputational damage to Brighter Futures.

\*          Ambassadors serve a one-year term and are eligible to re-apply on an annual basis.

*Brighter Futures Support:*

\*          Ambassadors will receive a PR Ambassador kit, including a copy of this signed agreement, Brighter Futures brochures/literature, elevator pitch, and other supporting materials.

\*          Brighter Futures will make informational resources, including Brighter Futures film clips and marketing/reference materials available to Ambassadors as appropriate.

\*          Brighter Futures will recognise the role and contribution of Ambassadors on our website, in newsletters and through social media.

\* Brighter Futures will promote Ambassador events and activities (if applicable) by listing meeting times and locations on the Brighter Futures website, Facebook page and other varying platforms.

\*          Brighter Futures will share Ambassador social media posts, Tweets and Facebook posts relevant to Brighter Futures on our site as appropriate.

Ambassador Name: …………………………………………………………………………..

Signature: …………………………………………………….

Date: ………………………………………………………….

Address: ………………………………………………………………………………………

Phone Number: ……………………………………………….
Email Address: ………………………………………………..

*When signed below, Brighter Futures acknowledges its responsibilities as set forth in relation to the above Ambassador Agreement.*

…………………………………………………………………(Sign)

…………………………………………………………………(Print)

Representative on behalf of Brighter Futures

Date: ……………………………….