

M.U.S.I.C. AMBASSADOR CAMPAIGN TOOL KIT



MANY UNIQUELY SERVING IN CONCERT

..... WELCOME



WELCOME.

We're going to help you launch your campaign, hit your fundraising goal and make a huge impact on students across the Unites States as well as those in Nicaragua and Kenya. Your unique campaign will also impact families in your local area.

We can't wait for you to get started!

This step-by-step guide will help coach you to success, but remember, we're always here to support you too. Email us if you have questions.



HELPFUL INFORMATION

MUSIC Ambassadors are amazing individuals who share about programs, events and sponsorship opportunities with their friends, family, and community – helping others to experience life in its fullness. Each ambassador shares differently based on their unique gifting and the variety of tools available.

- Help more children by sharing the life-changing work of child sponsorship with others
- Become a MUSIC mentor by making a difference in the life of a promising youth while at the same time willing to commit to advanced for yourself by another
- Join a community of people like you - who care about helping others through sponsorship!
- Be equipped with tools, training, and ideas to help you find new sponsors among your family and friends.
- Attend meaningful in-person events to get to know other MUSIC Ambassadors, like our annual conference!
- You can even earn a chance to see the work of MUSIC in the field by getting sponsorships!



FAQ

What are MUSIC Ambassadors?

Ambassadors are volunteers who offer their friends, family, neighbors, employers, church, or others in their personal network a tangible way to respond to the needs of others and share hope, through education and economic empowerment by sponsoring a program or event.

We believe that sponsorship is a mutually transforming experience for both the sponsor and the receiving individual. The benefits can be life-changing. As a Ambassador, you are living out the message of hope in word and deed.

How do MUSIC Ambassadors make sponsorship connections?

All kinds of ways! Ambassadors schedule coffee with friends and family, host dinner parties, display their sponsorship materials on their desk at work, plan events at their social group, and so much more. When you get started as a MA, we'll give you tons of ideas to get started, and your MA mentor will help you come up with a plan unique to you.

How will MUSIC equip me as a MUSIC Ambassador?

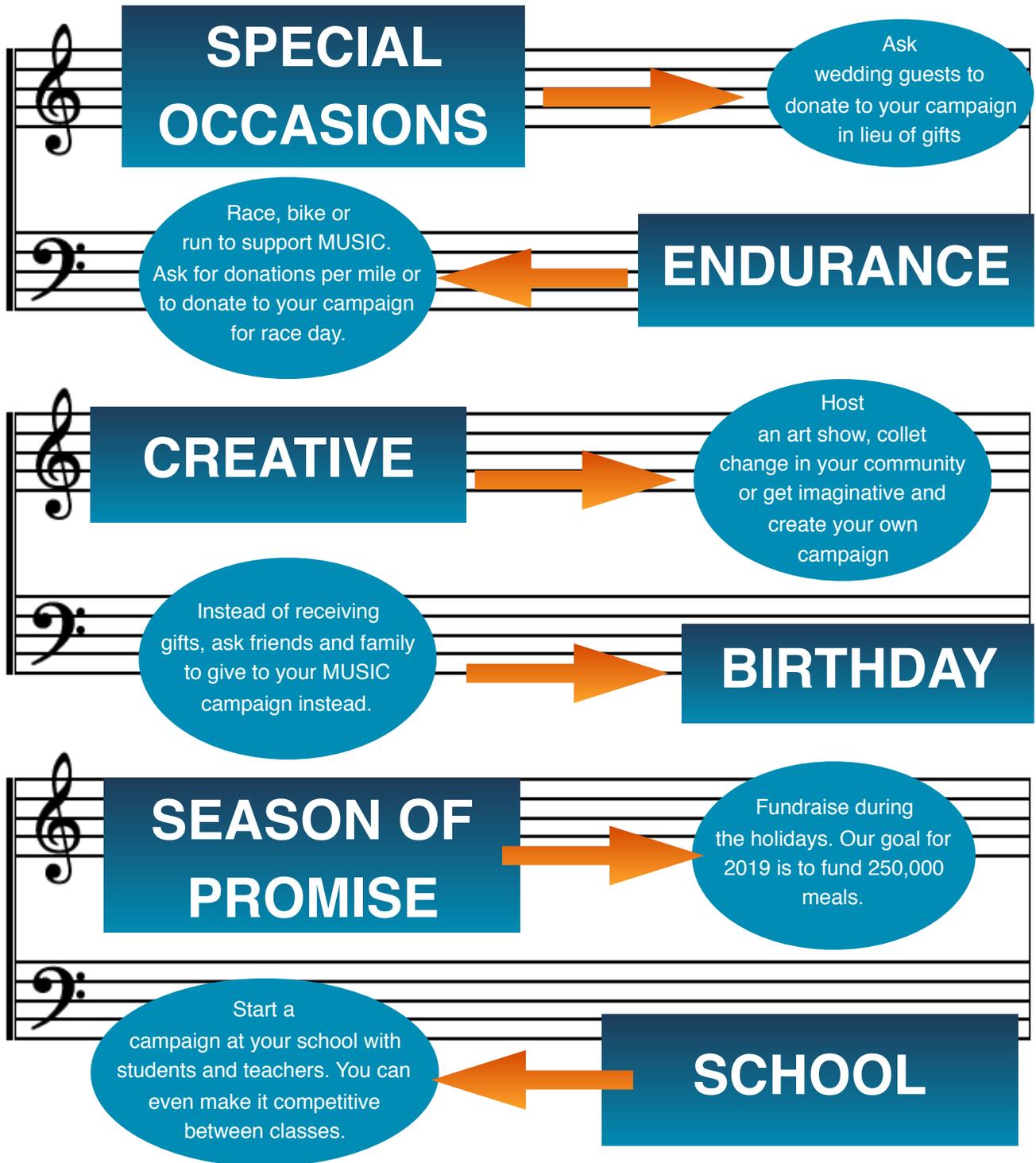
We'll connect you to a MUSIC Ambassador mentor in your geographic region who will show you the ropes. We'll add you to the social media group where you'll share ideas and be inspired. We'll start you off with a series of training emails, loaded with tools and materials to assist you. All the information you'll need will be provided along with all of your questions answered.

How much time does this take?

The average Ambassador spends about 1-2 hours a week, and that includes a balance between learning and prepping and actually going out into their communities to talk about MUSIC. Being a MUSIC Ambassador can be integrated into your daily life, but it does require some time to be intentional about learning and asking!

..... **WRITE YOUR STORY**

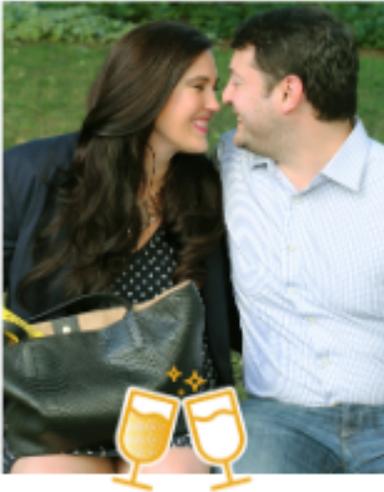
Express Your M.U.S.I.C Purpose: Decide on a Campaign Theme



••••• GET INSPIRED & LAUNCH

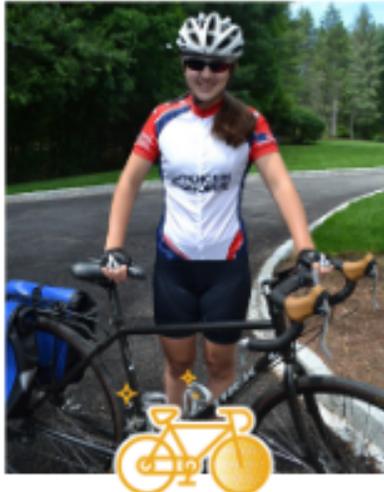
You Can Do Anything to Raise Money

ERIC + BRITTNY KNIGHT



Requested donations in place of wedding gifts to educate children around the world.

NIAMH ARGYLE



Niam Argyle biked more than 3,000 miles across the country for six weeks straight to raise money for education.

QUARTER MILE OF QUARTERS



Raise \$5,923 in all quarters

JONATHAN LAZATIN



Jonathan crushed his goal of raising \$2,500 in 25 days for his 25th birthday.

LEXINGTON, KENTUCKY



The community rallied together to support a school build in Ghana last holiday season.

CARMEL MIDDLE SCHOOL



Caramel Middle School hosted fundraiser events throughout the year in support

Personalized fundraising platform will be available to Ambassadors for receiving convenient online donations. All contributions to any campaign will be designated tax-deductible .

• • • • • **COMMUNICATE YOUR PLAN**

LAUNCH YOUR CAMPAIGN. (You have the option of listing your page on the MUSIC website or you can create your own campaign page. A donation link will be uniquely created for your supporters)

Refine your message and be sure to **PERSONALIZE** your page with photos.

DONATE to your own campaign to show your commitment and to inspire others.

Start with your **CLOSE CONTACTS.** Reach out to 10-15 people who you know are supportive of your goals. They should hear about your campaign first, in a personal message. The more personal your outreach is, the more likely they'll make a meaningful gift.

Sample Letter:

Dear friend,

250 million children worldwide lack basic reading, writing and math skills. Together, we can change that.

*Help me raise money for education by donating to my MUSIC campaign. MUSIC builds centers and create programs that provide educational opportunities for children locally as well in the developing world. **(Link to fundraising page)***

All children deserve access to quality education, no matter where they were born or what resources they have.

Every donation can make a difference. Thank you for your support!

Your Name

● ● ● ● ● ● ● ● **SOCIAL SUPPORT**

ANNOUNCE YOUR CAMPAIGN.

Once you've demonstrated your personal commitment and gotten your closest contacts involved, officially launch on **SOCIAL MEDIA**

" 250 million kids can't read this. Together, we can change that. Join my campaign:
(Insert a link to your campaign page)

" I'm halfway to my fundraising goal! Support students around the world by donating to my campaign: **(Insert link)**

" Help me celebrate my birthday by supporting my MUSIC campaign here:"

KEEP YOUR NETWORK UPDATED. Post on social at least once a week, but vary your content. Rotate between thanking donors, updating them on progress you've made, talking about your passion for education/arts, etc and asking them to get involved.

TELL A STORY. It's important that not every message you communicate about your campaign is an ask for dollars. Tell a story about why MUSIC is important to you. Remind people why you've chosen to become a MUSIC Ambassador.

SEND A REMINDER to your contacts who have not yet donated. Let them know time is running out and remind them of your 100% MUSIC Promise.



SAY THANKS

THE FINAL PUSH. Send an email to each donor that contributed to your campaign.

Dear friend,

Thank you for donating to my MUSIC campaign. 100% of our money will go directly towards to efforts of providing educational opportunities to those in need.

This has been an incredibly rewarding experience and I've learned so much about the impact of quality education, which leads to higher income, improved health, gender quality and a better future.

I encourage you to get more involved with MUSIC by starting your own fundraising campaign or even exploring local MUSIC in your area.

250 million children worldwide lack basic reading, writing and math skills. Together, we are making a difference.

your name,

THANK YOU

AFTER THE CAMPAIGN

After your campaign is over, we'll send 100% of your donations to our programs. Then, we'll report back to your with info about MUSIC's programming that your campaign made possible.

Thank you for joining us in our MUSIC mission. With your support, MUSIC is reshaping the landscape of humanity at large.

www.uaremusic.org



COMMITMENT AGREEMENT

Election as a MUSIC Ambassador is an honor with attendant responsibilities. It calls upon the person elected for a dedication of time, thought, energy, and financial support towards the viability and support and awareness of the M.U.S.I.C. organization. Present Ambassadors are the inheritors and extension of a learning community and mature culture for which their predecessors and founders have worked unselfishly and tirelessly over the years to develop. Ambassadors are singled out as persons most capable of bringing higher learning, economic management, creativity and humanitarian principles of healthy living to the many of thousands of people of all ages in our various communities.

Election brings the privileges of first-rank service in an extremely worthwhile cause, contributing to the success and encouragement of growing leaders and public recognition for the contribution to this learning community. It brings close association with other outstanding men and women who look for a chance to leave our civilization a little better than they found it.

Commitment Agreement

As an Ambassador of M.U.S.I.C. Organization, I have an ethical responsibility to ensure that the organization does the best work possible in pursuit of its goals. I support the purpose and mission of the organization and pledge my commitment to assist in carrying out its work.

As an Ambassador, I will consistently act responsibly and prudently. I understand my duties to include:

1. Legal and moral responsibility, along with my fellow members, for the well-being of this organization. As such, it is my responsibility to:

- Know policies and programs to ensure that I remain in accordance to the guidelines
- Keep up-to-date on the business of the organization.

- Excuse myself from discussions, decisions and votes where I may have a conflict of interest.
 - Interpret the organization's work and values to the community, represent the organization and serve as a spokesperson.
- 2.** Attendance at least 1 board meetings per year. Should I be unable to attend a meeting, I will, if needed, be available for telephone consultation.
 - 3.** Active participation in one or more fund-raising activities. This may include individual and/or special event solicitation or direct mail appeals.
 - 4.** Personally host 2 promotional events for the M.U.S.I.C. organization. This can be a special event or an informal in-home gathering to introduce the M.U.S.I.C. organization to potential members.
 - 5.** Actively support one of the internal businesses / organizations or charities identified within the M.U.S.I.C network.
 - 6.** Provide support to your local/nearest M.U.S.I.C. Group.
 - 7.** Working in good faith with my fellow members and staff toward the achievement of the organization's goals.

Should I fail to fulfill these commitments to the organization, I understand that a delegted member will call upon me to discuss my responsibilities. Should there come a time where I am no longer able to fulfill my obligations to the organization, it will be my responsibility to resign my position as a MUSIC Ambassador.



COMMITMENT TO YOU

As a MUSIC Ambassador, I understand that the organization will be responsible to me in the following ways:

- 1.** I will be sent, without request, reports and an update of organizational activities that allow me to meet the “prudent person” standards. Further, I expect that I will have information about programs and policies, goals and objectives as appropriate.
- 2.** Opportunities will be provided for me to discuss with the Executive Director and the Board President the organization’s programs, goals, activities and status.
- 3.** It is expected that board members and the Executive Director will respond in a straight forward fashion to questions that I feel are necessary to carry out my fiscal, legal and moral responsibilities to the organization.
- 4.** Board members and the Executive Director will work in good faith with me towards achievement of our goals.
- 5.** MUSIC Organization will provide promotional and advancement opportunities that will benefit my personal brand, product or services.
- 6.** MUSIC Organization will make available learning opportunities for economic growth.
- 7.** If the organization does not fulfill its commitments to me, I may call upon the Board President and Executive Director to discuss the organization’s responsibilities to me.
- 8.** The organization will carry liability insurance.
- 9.** The **M.U.S.I.C** organization has provided Code of Ethics for my review and consideration.
- 10..** Upon my successful attendance and participation as a functioning board member, I will receive a later named honorarium for time and effort. This does not imply monetary profit for role of Ambassador.

www.uaremusic.org

..... **VIDEOS**

