

Giving Ambassador Program

*Building the capacity of the
out-of-school time field to fundraise*

Are you interested in learning how you could raise funds to support your afterschool program? Are you looking for ways to **expand your skills** and build your resume? CalSAC's **Giving Ambassadors program** is designed to deepen the knowledge and skills of out-of-school time professionals in individual giving fundraising. Ambassadors receive resources, tools and ongoing support as well as join a team of fellow Giving Ambassadors to keep energies high, motivation pumping and fun in abundance! The program will take place from October 20th to December 14th. **Deadline to sign up is September 21st.**

THE IMPORTANCE OF INDIVIDUAL GIVING

For CalSAC, building an individual giving program is not just about sustaining the organization – it is about **building a culture of giving**, creating opportunity for every person to contribute to and take ownership for those things that are most important to them. We believe that everyone can take **active, collective responsibility for creating change**. Engaging in giving - whether by donating or asking others to give - is one of the ways change is realized, and how the transformative work of CalSAC is possible. We hope you'll join us in strengthening the out-of-school time field and **building a brighter future for the next generation!**

“The whole experience and personal success surprised me and excited me at the same time...Being pushed out of my comfort zone and asking for money on top of that was challenging, but receiving the responses I did and experiencing the success was energizing.”

— 2017 Giving Ambassador



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GIVING AMBASSADOR EXPECTATIONS

- Excited to learn about fundraising best practices.
- **Motivated to support** CalSAC's year-end campaign.
- Willing to **try on the role** as a fundraiser, reaching out to friends, family and colleagues to ask them to give.
- Eager to **support their team** towards a collective fundraising goal through check-ins, troubleshooting and cheerleading.



CALSAC WILL PROVIDE



- **Full day training/kick-off event:** The day will be full with professional development, networking, resources and tools, and is designed to equip Giving Ambassadors to successfully fundraise, connect ambassadors to each other and inspire everyone for the work ahead.*
- **Customizable personal fundraising page:** Giving Ambassadors will have their own customizable page to send out to family and friends to get them excited about CalSAC.

- **Email and social media templates:** Work with existing language to customize a message to ask your family and friends to give.
- **Team support:** Giving Ambassadors will join a team for the campaign to provide and receive support, inspiration and motivation.
- **1-on-1 support:** CalSAC staff will be available to help throughout the campaign – from technical support to troubleshooting - to ensure your success.

**The training date will be determined by the Giving Ambassador group and is expected to fall on or between October 20-28, 2018.*

QUESTIONS?

Learn more at www.calsac.org/giving-ambassadors

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