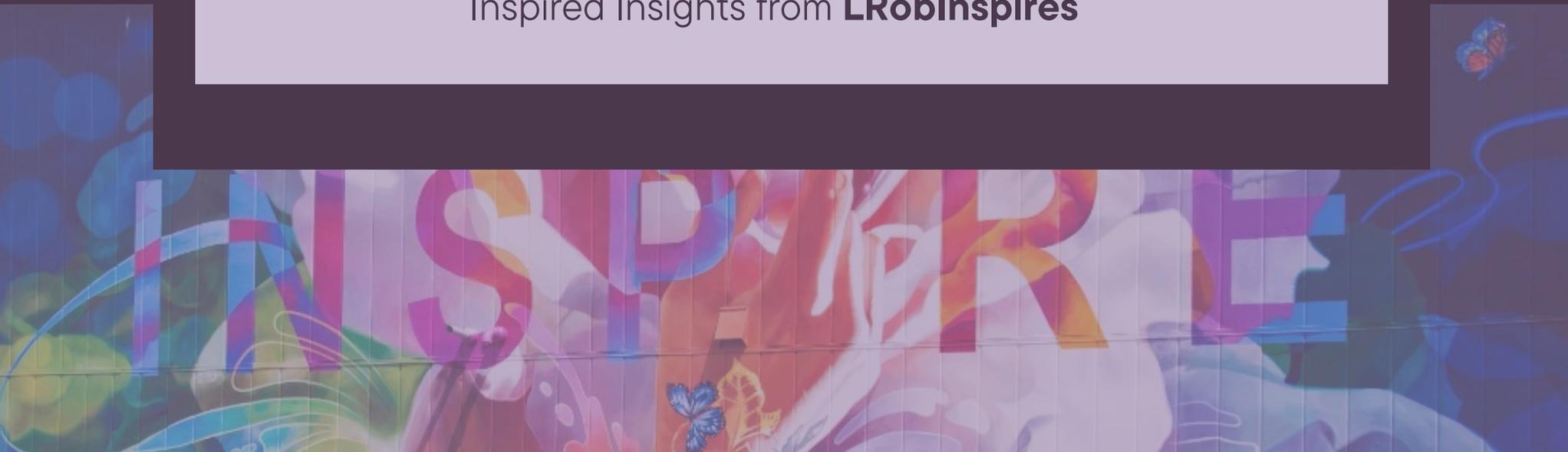




Leveraging ADVOCATES & AMBASSADORS to **GROW** your **BRAND**

Inspired Insights from **LRobInspires**



Let's start with...

A D V O C A C Y

Any way one can raise awareness to support a cause and/or mission they believe in

- BREAKING THROUGH THE NOISE OF A CROWDED MULTIMEDIA ENVIRONMENT HAS TO HAPPEN ON A PERSONAL AND PASSIONATE LEVEL.
- WHEN YOU HAVE DONORS OR SUPPORTERS THAT HAVE BEEN ADVOCATES FOR YOUR CAUSE – THEY ARE TRULY YOUR BEST RESOURCE TO EXPAND YOUR NETWORK AND YOUR VOICE.
- BY DEVELOPING A PROGRAM THAT UNITES AND SUPPORTS YOUR MOST ENTHUSIASTIC SUPPORTERS, YOUR MISSION IS SET TO EXPAND BY VOLUMES.

AN ADVOCATE PROGRAM

We believe advocating and raising awareness is essential to your mission. Creating your advocate program gives your supporters the toolkit they need to amplify your message. A templated program not only reinforces your relationships with key donors and supporters, it helps grow a whole new network.

Steps to creating your advocate program:

- Run a brainstorming session with your board and/or recognized supporters and staff to determine what differentiators are key to your story
- Determine goals and capture ideas that help shape an advocate program that is designed specifically to your organization
- Select your advocates (those already dedicated to your cause) who are most apt to host a virtual session
- Tell the story of your mission throughout your content to engage your advocates and their networks.
- Identify key action steps you want them to take to encourage participation.

A D V O
C A T E

VIRTUAL ENGAGEMENT SESSIONS:

The Path to Global Literacy

INTRODUCING TEACH THE WORLD

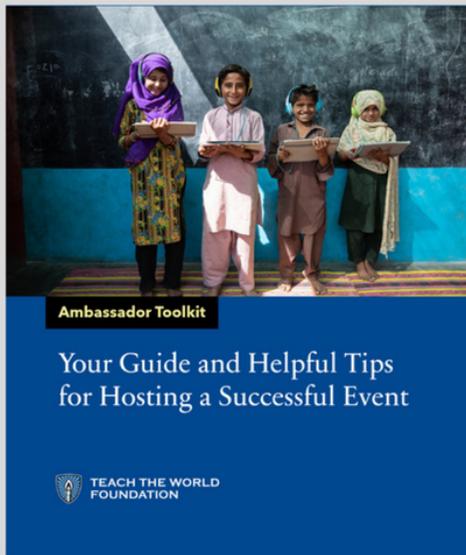
Hosted by: [Ambassador] & Shafiq Khan

 **TEACH THE WORLD
FOUNDATION**

The slide features a central image of three children standing in front of a chalkboard. The chalkboard has the following math problems written on it: $2 \times 2 = 4$, $11 \times 11 = 121$, and $2 \times 2 = 4$. To the right of the main slide content is a vertical stack of five video call windows showing participants: a woman at the top, a man in the second window, a man and woman in the third window, and a woman at the bottom.

Create a simple virtual presentation to educate attendees and engage them in learning more about your mission.

AN ADVOCATE TOOLKIT



Reach out to chat about how we can help you create unique programs that broaden reach and grow your network

Deliver a toolkit to your advocates with information to develop and enhance their advocacy skills and run an effective program.

NOW YOU NEED TO CONTINUE THE MOMENTUM

- TELL THE STORIES OF YOUR MISSION
- CREATE CAMPAIGNS THAT ARE WORTH SHARING
- DEVELOP AND EXECUTE VIRTUAL EVENTS (BEYOND THE INITIAL ADVOCATE SESSION)
- RUN A PEER-TO-PEER CAMPAIGN
- SHARE RELEVANT STATISTICS
- BUILD A PLAN FOR NEW DONORS TO BECOME YOUR NEXT ADVOCATES!



Now let's talk about...

AMBASSADOR

Individual enlisted to specifically represent your brand – and amplify your brand's identity. A brand influencer.

"81% of customers trust recommendations from friends and family and use them in their decision-making."

AMBASSADORS ARE SUPERUSERS OR MEGA-SUPPORTERS OF YOUR BRAND. HERE'S WHAT THEY DO:

- CREATE CONTENT ON YOUR BEHALF.
- REPRESENT AND PROMOTE YOUR BRAND TO THEIR AUDIENCES
- SHARE PERSONAL POSITIVE EXPERIENCES THEY'VE HAD WITH YOUR BRAND
- ACT AS A SPOKESPERSON WHO HELPS BOOST BRAND AWARENESS AND CONVERT AUDIENCES INTO CUSTOMERS AND DONORS
- AMPLIFY YOUR MESSAGE LOUD AND PROUD!

INSPIRED INSIGHTS

AN AMBASSADOR PROGRAM

Influencers (ambassadors) are an essential way to truly reach your audience!

According to the Global Web Index: “[Millennials are] 23% more likely to discover a brand through a vlog, 23% more likely via a celebrity endorsement, and 19% more likely through an expert blogger post”.

Steps to creating your ambassador program:

- Start by determining what you want your ambassador program to do for your organization. What’s the main goal?
- Identify those individuals you’d like to name as ambassadors to your program. Look for those who are active on social media, whose passions align with yours, and who could best represent your brand and mission.
- Create a simple way to reward or incentivize them. It may be as simple as recognition on your platform, a unique gift from your offering, or minimal pay to compensate for their time. Or maybe you reward top contributors with gift cards after a competition or hitting a milestone.
- Make contact...craft an enticing and thought-out message and remember, sometimes your best ambassadors are those who are on your internal team. Either way, first impressions do matter and you want them to feel as if they are a part of an exclusive group!



AN AMBASSADOR PROGRAM

71% of marketers believe that ongoing ambassadorships are the most effective form of influencer marketing. (Pixlie.com)

Steps to creating your ambassador program:

- Start small with a pilot or test program so you can iron out all the kinks, have time to support them, and reduce the number of resources you provide them with. The initial group can literally help shape a more robust program through feedback and participation.
- Create and share resources and material. Make it as easy as possible for them to spread the word far and wide. If you have ideas, content, and images they can utilize and build upon, their job stays fun and activated!
- Monitor without micromanaging. You'll definitely want to keep track of the content your ambassadors are sharing but let them come up with content authentic to them and their relationship with your brand. Providing a style guide up front gives them the freedom to create.
- Track their success: set up easy ways for them to report their engagements and success but also provide codes or analytics so they can see where they are contributing to your bottom line.

BRAND AMBASSADOR

AN AMBASSADOR PROGRAM

A majority of 92% of consumers follow recommendations from family and friends far more than messages from a brand. This is even more effective when the recommendation comes from a brand ambassador, who personally uses and loves your brand. (ReferralRock)

Steps to creating your ambassador program:

- Stay true to your word. Make sure you are honoring your agreements with them. Draft a letter of commitment from the start that represents both of your interests and stick to it! Remember, these are influencers and if you don't deliver, they'll tell people all about it!
- Treat them as a part of your team. They are an extension of your team, advocating and amplifying your brand. Meet with them. Give them feedback. Let them share their ideas with you and each other.
- Enhance what works! If your pilot program proves effective, add new ambassadors to the mix. The more ambassadors you have, the louder the message and the more people you reach.
- Consider implementing a referral program so your ambassadors can grow your program for you!



KEY POINTS FOR SUCCESS

- CHOOSE YOUR AMBASSADORS WISELY
- START SMALL
- CREATE RESOURCES THAT MAKE IT EASY
- LET THEM BE THEIR AUTHENTIC SELVES WITH GUIDELINES
- CREATE A SUPPORT CHANNEL
- PROVIDE ONGOING TRAINING TO KEEP THEM CONNECTED TO YOUR BRAND AND MISSION
- PROVIDE MEANINGFUL BENEFITS
- TRACK AND MEASURE SUCCESS
- OPTIMIZE YOUR AMBASSADOR STRATEGY!





Advocating for a better world is what we love to do. If you'd like LRobInspires to do the leg work for you, we're poised to design your personalized advocate program.

Just drop us a line!



Please follow us @lrobinspires

WWW.LROBINSPIRES.COM