



WHOLIVES AMBASSADOR TRAINING - DAY TWO



Welcome
back!



Melissa Moss

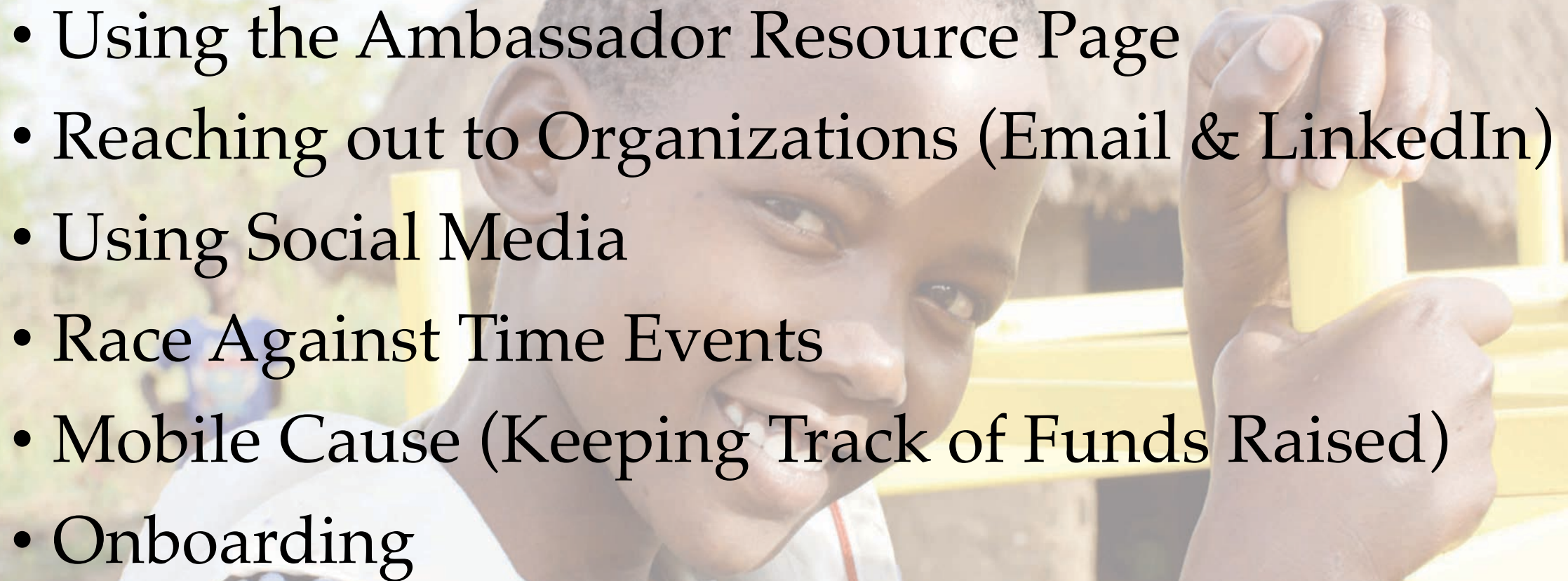
WHO lives

Corporate Social Impact Director



Q | A

TRAINING OBJECTIVES

- Using the Ambassador Resource Page
 - Reaching out to Organizations (Email & LinkedIn)
 - Using Social Media
 - Race Against Time Events
 - Mobile Cause (Keeping Track of Funds Raised)
 - Onboarding
- 
- A young boy in a school uniform is smiling and holding a yellow pencil. The background is a blurred outdoor setting with a thatched roof and yellow railings.



AMBASSADOR RESOURCES

We're thrilled to have you on the WHOlives Impact Ambassador team! We are reaching out to organizations across America and helping them achieve new levels of success as they adopt a social cause. Together we will take on one of the greatest challenges the world has ever known - sickness and death caused by scarce and contaminated water.

We're not in this fight because its easy, we're in it because it should not exist. Everyone deserves access to clean water.

As organizations learn about the 3.4 million deaths that occur every year due to scare and contaminated water, they will want to reach out to friends and family in a **Race Against Time** event. Solving this epidemic won't be easy, and to do it, we must all work together.

"I am only one. but I am one. I cannot do

12-page WHOlives Brochure

Calling Cards - Front & Back

Effects of Clean Water Cards - Card Stock, Front & Back

Waterbottle Labels

Our Approach

www.wholives.org/ambassadors

This is your "go-to" page
For all ambassador resources:

- Marketing Materials
- Mailchimp Instructions
- Business Card Instructions
- Social Media Materials
- Scripts
- Questions & Answers
- Race Against Time Forms

BUSINESSES IN YOUR AREA

**SMALL
BUSINESS
OWNER**

Which will you choose to contact?

- Company size
- City
- Industry
- Private, public, partnership, etc.

Other Ways to Target Specifics

WHOLIVES CORPORATE



Suggested Groups to Contact

Businesses:

Local
Regional
National
Multinational

Schools:

Elementary Schools
Middle Schools
High Schools
Individual Class/Grade
PTA
School Clubs (Future Leaders of

Religious Groups:

Catholic
Christian
Jewish
LDS
Methodist
Presbyterian
Buddhist
Non-denominational

Social Clubs and Groups:

Red Hatters
Rotary

BUSINESSES IN YOUR AREA

**SMALL
BUSINESS
OWNER**

WHO LIVES CORPORATE

SOCIAL IMPACT

PROGRAM

Suggested Groups to Contact

Businesses:

Local
Regional
National
Multinational

Schools:

Elementary Schools
Middle Schools
High Schools
Individual Class/Grade
PTA
School Clubs (Future Leaders of America, Student Government, Model United Nations DECA, etc.)

Universities:

Individual universities and colleges
Individual classes
On/off-campus clubs
Sororities
Fraternities
Humanitarian Student Groups
Students for International Development
African Club
Amnesty International ONE

Religious Groups:

Catholic
Christian
Jewish
LDS
Methodist
Presbyterian
Buddhist
Non-denominational

Social Clubs and Groups:

Red Hatters
Rotary
Book Club
Running Club
Yoga Club/Classes
Knitting Club
Sewing Club
Wine Club
Elks Lodge
Optimist International, etc.

Individuals:

Highly social or well-connected individuals or families



REACHING OUT TO BUSINESSES

1. Call to find the right contact person
2. Get email for contact person
3. Send email using template with video
4. Call to follow-up on email & explain the benefits of the Corporate Social Impact Program
5. Schedule 15-20 minute face-to-face meeting and show ppt presentation
6. Set up a time for the Race Against Time Event

REACHING OUT TO BUSINESSES

WHOLIVES CORPORATE

SOCIAL IMPACT

PROGRAM

Openings: Phone

Ambassador: "Hi this is (*First & Last Name*)."

- "Do you have someone in charge of your social media?"
- "I was wondering if your company supports any social or humanitarian causes?"
- "Who would I talk to about supporting a humanitarian cause within your company?"
- "Who would I talk to about doing a fundraiser with your employees?"
- "Who would I talk to about marketing and employee retention?"

Business: "Can I ask what this is about?"

- "Yes, actually this is really cool. We have a Social Impact Program that will raise employee productivity and increase customer loyalty."
"Who would be the best person to talk with about that?"

or

- "Yes, we are a non-profit organization that works with businesses to help them find a social purpose to support. Bottom line, our program helps a company keep customers loyal and employees engaged at work."
"Who would be the best person to talk with about that"?

Business: So how does it work?

- "We help our clients discover their Purpose. Their Social Impact. Their Reason for Being. We turn that social purpose into greater customer loyalty, higher employee satisfaction, and simultaneously do GOOD in this world."
"Doesn't that sound Awesome? Who do you think would be the best person to discuss this with?"

REACHING OUT TO BUSINESSES WITH EMAIL



1. Download Mailchimp tutorial at: www.WHOlives.org/ambassadors
2. Upload .CVS file (100 leads in your area)
3. Check stats in 24 hours
4. Call those who opened email
5. Call those who didn't open email
6. Send second email
7. Call those who opened
8. Call those who didn't open
9. Delete "no response" emails or add follow-up

REACHING OUT TO BUSINESSES WITH EMAIL

Watch this video at: <https://vimeo.com/298099224>



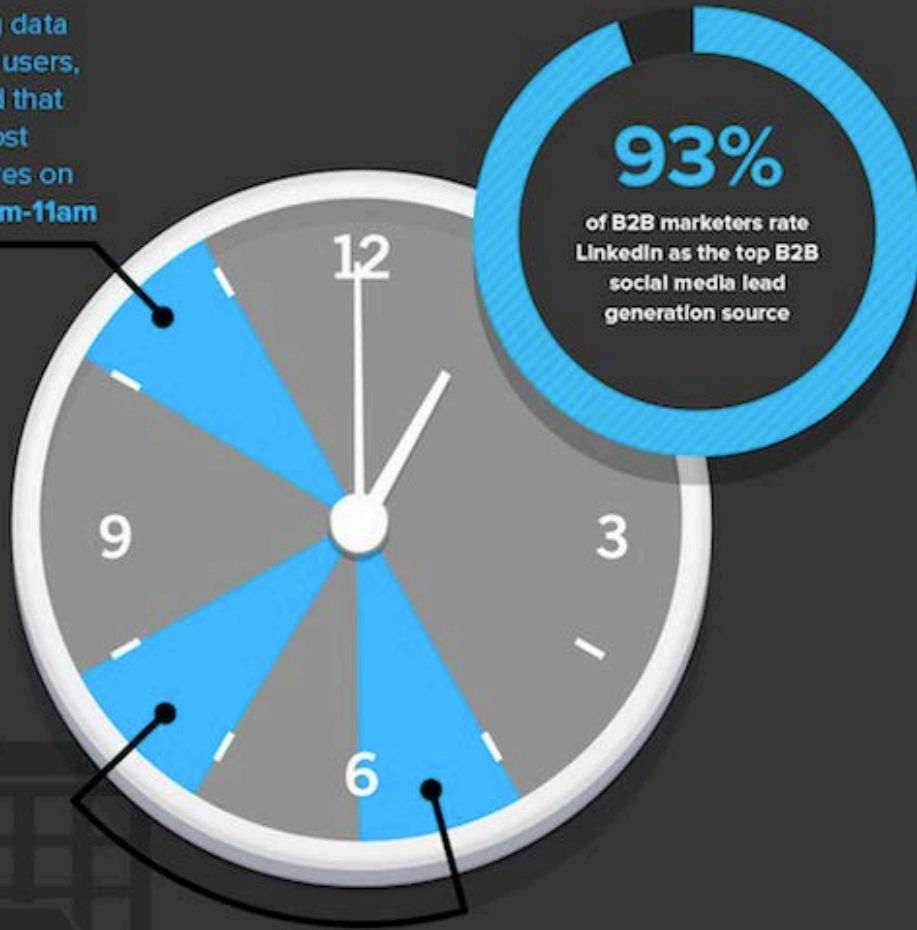
Some call it the "silent killer", but most companies don't even realize they're losing potential key employees and customers because of something they are NOT doing.

LEARN MORE

When people make a choice to change their loyalty because of a social cause,

REACHING OUT TO BUSINESSES ON LINKEDIN

After analyzing data from 14 million users, AddThis stated that you get the most clicks and shares on **Tuesdays, 10am-11am**



According to Fannit, the **best times to post are 7am-8am and 5pm-6pm**. The worst times are Monday and Friday for US based time zones

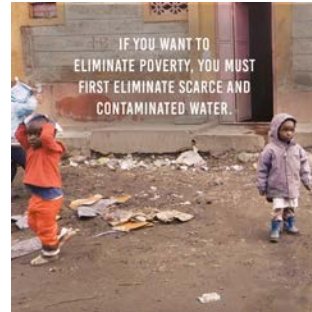
1. Research and connect with decision-makers
2. Use instructions found at: www.WHOlives.org/ambassadors
3. Be respectful and professional

USING SOCIAL MEDIA



1. Use your existing LinkedIn, Facebook & Instagram account
2. Post about WHOlives every Wednesday on “Water Wednesday”
3. Use Social Media Packet at: www.WHOlives.org/ambassadors

USING SOCIAL MEDIA



RACE AGAINST TIME EVENTS

- Presentation in 60-90 minutes or less
- 10+ people needed for event
- Each person responsible for \$50 in recurring donations
- Goal is to raise money for 2 or more wells



RACE AGAINST TIME EVENTS



The first *Race Against Time Event* should be put on within the first week of the meeting with the business decision maker



RACE AGAINST TIME EVENTS

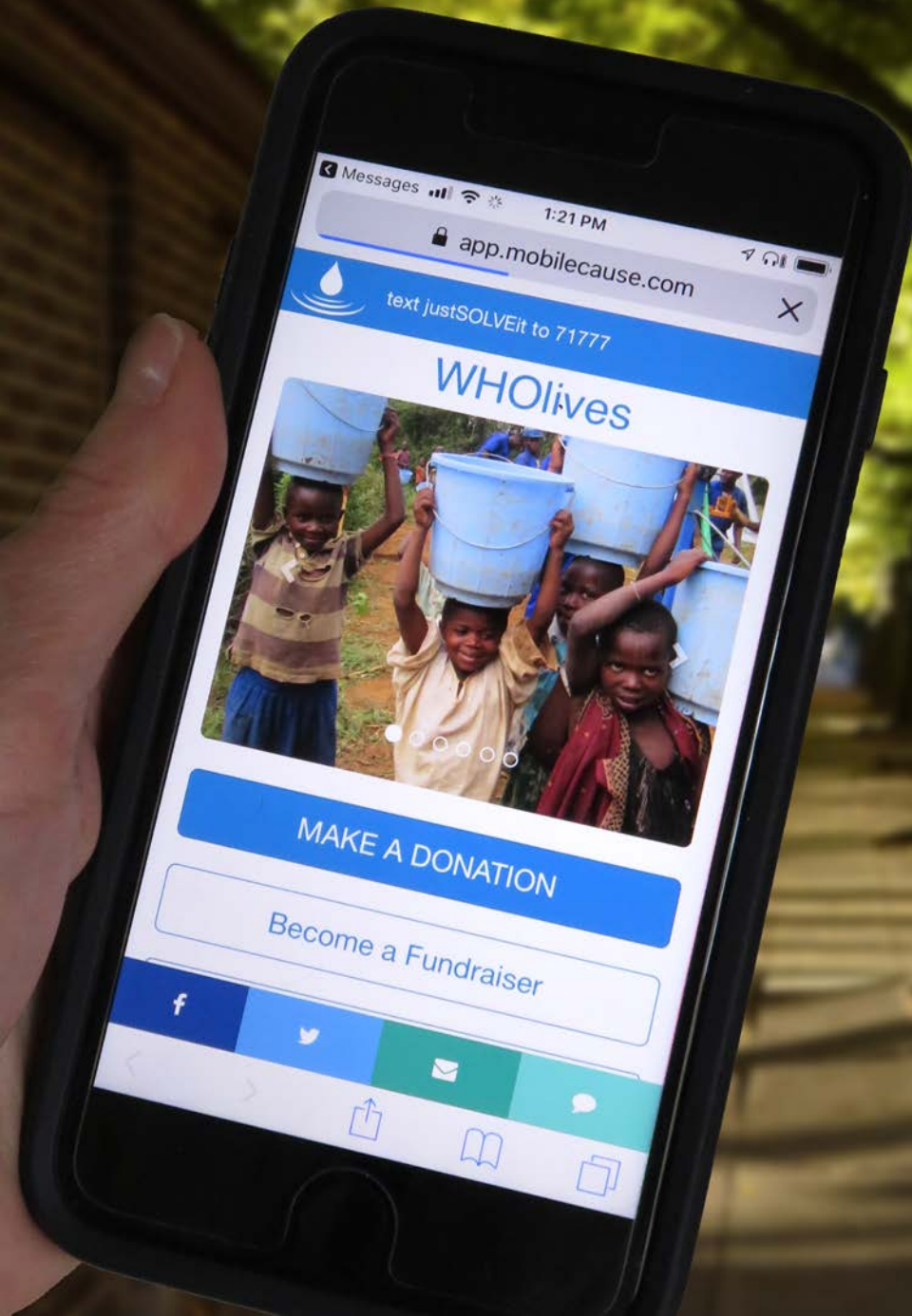
- 12 month recurring donation to WHOlives from sponsors
- Organizations can put on as many *Race Against Time Events* per year as they wish.

USING MOBILE CAUSE

Mobile Cause is the fundraising software we use to make donating simple for the organization and people that join our effort.

You have been assigned a unique code: **JustSolveIt__**.

This code must be used in all your events on your donation card and with any invitation to donate, so you are credited for all funds you raise.



This is the back of your business card. Write your assigned number here.

JustSolveIt__

GETTING STARTED...



**PRACTICE
MAKES
PERFECT**

- Your first *Race Against Time Event* can be creative!
- Practice with friends or family, or a business where you have a connection
- Get your first event scheduled. We'll walk you through the process and make sure you have all the materials you need!

THE ADVENTURE BEGINS...



WHOLIVES CORPORATE

SOCIAL IMPACT

PROGRAM

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Ambassador/Trainer

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helping organizations
reach new levels of
growth by establishing
a global mission

1. Have you responded to the invitation to set up your WHOlives email?
2. Have you received your invitation to onboard from **Gusto**, our online HR Assistant? Automatic payments from your fundraising efforts will go to the banking account you specify, once a month.
3. Did you get your Ambassador number for **Mobile Cause**? Use this for all the online donations you receive.
4. Are you ready to use your personal **MailChimp** Account to send out emails?
5. Have you ordered your business card online with **Vista Print**?