



WHOLIVES AMBASSADOR TRAINING - DAY ONE



Welcome!

We're glad you're here...



Melissa Moss

WHO lives

Corporate Social Impact Director



Q | A

TRAINING OBJECTIVES

- Understand WHOlives & The Village Drill
- Understand Social Impact and your position
- Know Scripts and Email Templates
- Know the back office (cards, PPTs, Flyers, etc.)
- Understand Race Against Time Events and business model
- Feel comfortable answering frequent questions
- Be ready to hit the ground running

WHAT YOU SHOULD KNOW ABOUT... WHO lives



*The founder,
John Renouard,
traveled to Africa
In 2010 and was
shocked at what
he saw...*

WHAT YOU SHOULD KNOW ABOUT... WHO lives



*He realized that women
And girls were enslaved
and consumed by the
task of fetching dirty
Water, day after day...*

WHAT YOU SHOULD KNOW ABOUT...THE VILLAGE DRILL



The answer to the problem needed to be simple and affordable.

WHO lives



We are working in
33 countries, with
dozens of partners, like
The Red Cross, Rotary
International, World Vision,
Samaritan's Purse
& more.

A hand-operated water pump is the central focus, mounted on a concrete base. A young boy in a blue school uniform is crouching at the spout, smiling as he washes his hands. To the left, a woman in a red top and patterned skirt and another girl in a pink shirt and blue skirt are watching. A yellow jerrycan sits on the ground nearby. The background shows a rustic fence and lush greenery.

**WE HAVE FACILITATED
THE CREATION OF MORE
THAN 3,000 WELLS**

*We're not fighting the
world water crisis because its easy,
we're fighting because*

**IT SHOULD
NOT EXIST.**



#just solve it

CORPORATE PRESENTATION

– START –



SOCIAL IMPACT

the act of bringing a positive and sustainable change to a population in need.

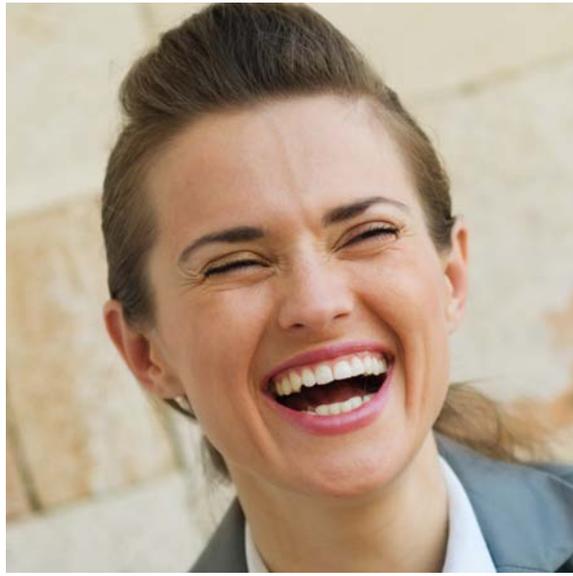




WHAT YOUR CUSTOMERS SAY:

87% OF CUSTOMERS SAY THAT
THEY WOULD SWITCH BRANDS
DUE TO SOCIAL IMPACT.

- *Cone Communications*



WHAT YOUR EMPLOYEES SAY:

75% OF THE WORKFORCE SAID THAT HAVING A SOCIAL RESPONSIBILITY CONTRIBUTED TO THEIR DECISION TO WORK FOR A COMPANY. – *Aflac Study*



WHAT BUSINESS LEADERS SAY:

77% OF BUSINESS LEADERS
RATED “SOCIAL IMPACT” AS
CRITICAL TO THEIR BUSINESS

– Deloit Survey of Over 11,000 Business Leaders



REACH MORE CUSTOMERS

and keep them!



RECRUIT TOP TALENT

and retain them!



YOUR COMPANY WILL GROW!

Do "good" well.



SOCIAL IMPACT EXPERTS

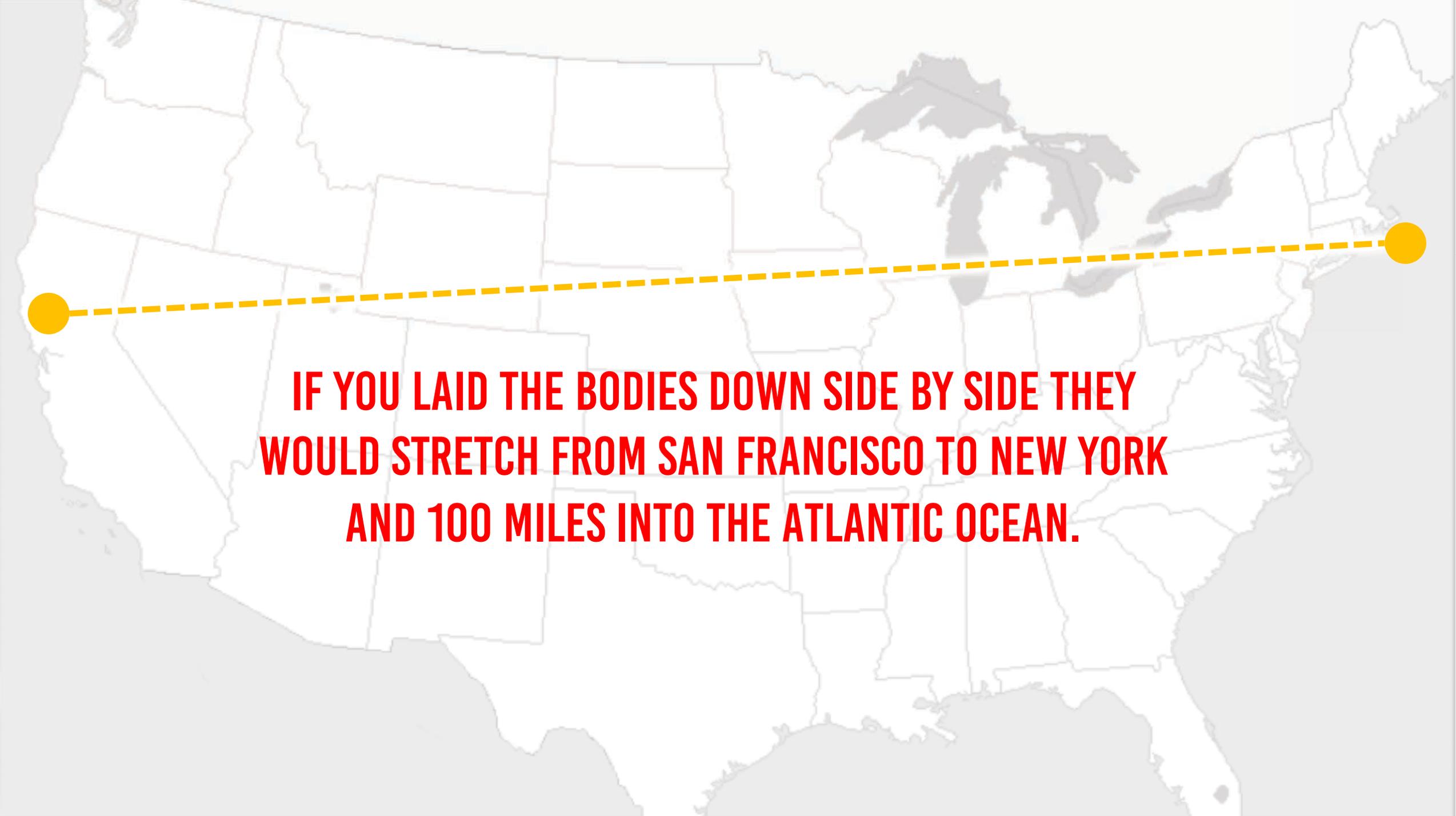


- Award Winning 501-c3 Nonprofit
- Industry leader in providing water, health and opportunities in developing countries
- We develop Grassroots partnerships with National organizations of all sizes across the nation
- Inventors of the Innovative Village Drill.



OUR MISSION:

to eradicate scarce and contaminated water that needlessly kills 3.4 million people every year.

A map of the United States with a dashed yellow line stretching from San Francisco on the West Coast to New York on the East Coast, and extending 100 miles into the Atlantic Ocean. The Great Lakes region is shaded in grey.

**IF YOU LAID THE BODIES DOWN SIDE BY SIDE THEY
WOULD STRETCH FROM SAN FRANCISCO TO NEW YORK
AND 100 MILES INTO THE ATLANTIC OCEAN.**

**WOMEN AND GIRLS WALK A AVERAGE OF
4 MILES TO FETCH DIRTY WATER.**





THEY CARRY WATER IN CONTAINERS THAT WEIGH 42 LBS, THE AVERAGE WEIGHT OF A 6-YEAR-OLD CHILD.



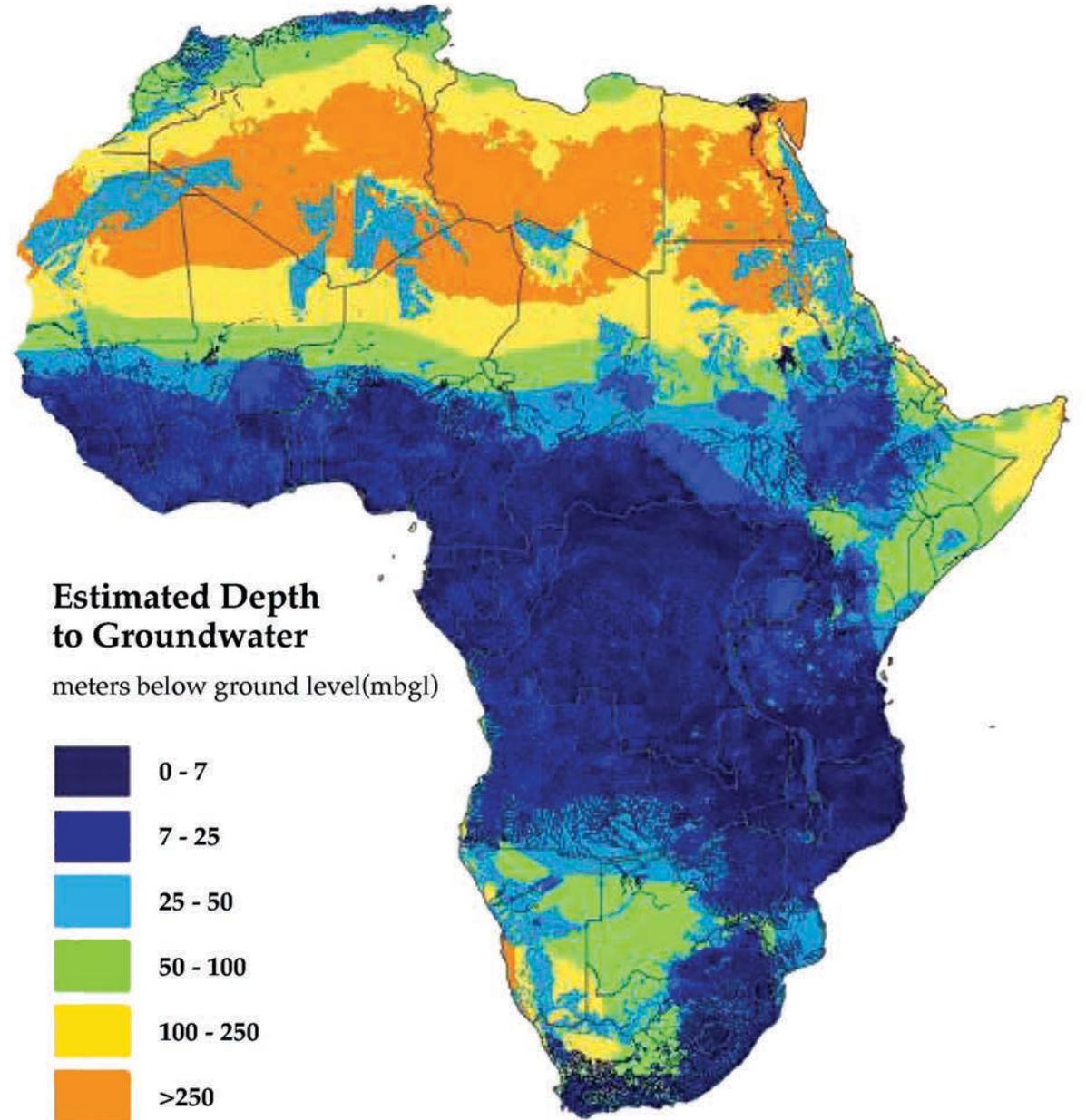
WOMEN AND CHILDREN ARE ENSLAVED TO WATER...



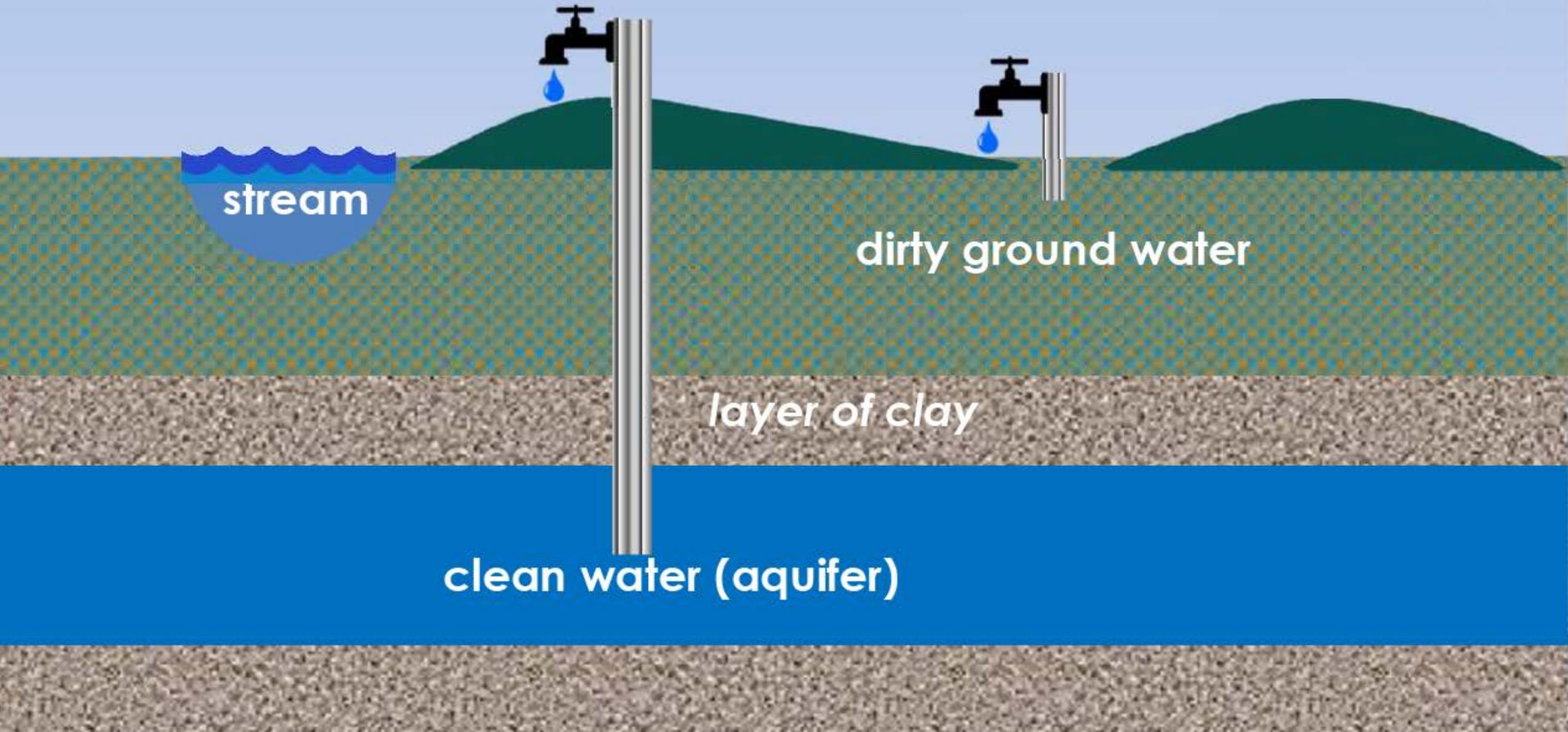
A photograph showing two tall, clear glass tumblers filled with water, placed side-by-side on a weathered wooden table. The background is a sandy, outdoor setting with a tree trunk on the left and a metal object on the right. The text "EVERY HUMAN BEING DESERVES ACCESS TO CLEAN WATER." is overlaid in the center in a bold, black, sans-serif font.

**EVERY HUMAN BEING DESERVES
ACCESS TO CLEAN WATER.**

**THERE'S ACTUALLY MORE WATER
ON THE AFRICAN CONTINENT THAN
THERE IS IN AMERICA.**



THE PROBLEM IS GETTING TO IT, 125 FEET UNDER THE GROUND.





THE IMPACT OF ONE ORGANIZATION...



ON A SCHOOL AND COMMUNITY IN KENYA.

WE MAKE IT EASY

The good news is, a social responsibility model doesn't have to be difficult, and you don't have to start from scratch.

Our job is to implement and guide your organization through the next **5 steps**, A **Turn-key Social Impact Program** that will enhance your brand, your identity, and your company.



1

WE START WITH A SOCIAL MISSION

*Our goal is to help eradicate scarce
and contaminated water that needlessly kills
3.4 million people every year.*

2

YOU SET COMPANY IMPACT GOALS

You'll decide the level of impact you want to have and WE will establish a custom program to meet your goals.

3

YOU CHOOSE A SMALL IN-HOUSE IMPACT TEAM

Invite a few employees to volunteer a small amount of time to be the liaison and help us kick-start your social impact program.

4

WE WILL INVOLVE AND EDUCATE YOUR EMPLOYEES

Together we will engage, motivate and involve your employees every step of the way so they will feel the effects of the impact and fully embrace what you are fighting for.

5

WE'LL ORGANIZE AND RUN YOUR FIRST "RACE AGAINST TIME" EVENT

This is a fun one hour event that will synergize your employees and make others aware of the GOOD you are doing in this world. It is a simple fundraiser that will quickly raise enough funds to place two or more wells where they are needed!

RESULTS



RESULTS

LEAD AND INSPIRE YOUR TEAM





One of our corporate partners created a Legacy Hall where they prominently display their mission statement and a plaque announcing their efforts to “bring clean water to the villagers of Africa”.

Progress Mfg. Inc.
Mission

*It is the mission of
Progress Mfg. to*

Be a company where we work
in a way that empowers us to
provide for our families,
serve the Lord,
and leave a legacy of good.



A scenic landscape featuring a person standing in a grassy field. In the background, there are large, rugged mountains under a blue sky with scattered clouds. A calm lake in the foreground reflects the surrounding trees and mountains. The scene is framed by tall evergreen trees on the left and right sides.

GIVE YOUR EMPLOYEES MORE THAN A PAYCHECK

97% of the workforce said that being involved in a work sponsored, social cause contributed to their level of fulfillment at work.

MAKE YOUR BUSINESS MEANINGFUL

Social responsibility is now a key part of who you are as a business. It will become natural to include and involve your customers and vendors and erase the gap between the work and personal life of your employees.



A landscape photograph at sunset or sunrise. The sky is a mix of blue and orange, with wispy clouds and a bright sun low on the horizon. In the foreground, several large, dark rocks are silhouetted against the bright light. Three people are standing on the rocks, their forms also in silhouette. One person is on the left, another slightly to their right, and a third person is further right, appearing to be taking a photo or looking through binoculars. The overall mood is one of achievement and looking towards the future.

JOIN OTHER “DOERS”

When you partner with WHOlives, you join a larger family that has the audacity to solve one of the largest and unjust problems facing our world today.

THINK ABOUT SUSTAINABILITY AND YOUR COMPANY LEGACY

When it's all said and done, people will remember you more for what you did than for what you sold.



GETTING STARTED

HERE'S WHAT YOU CAN DO:

1. Set a time to gather your employees together to announce your social impact efforts.
2. Select a small inhouse social impact team to help coordinate events, post on social media and keep employees engaged.
3. Send an email to employees to get the ball rolling.
4. Set a date for your first event.

HERE'S WHAT WE WILL DO:

1. Provide an email template to send to your employees, announcing your social impact program.
2. Meet with employees to educate them on your cause and their first Race Against Time event.
3. Provide a social media packet with 50+ memes, videos and a deployment schedule.
4. Support your inhouse social impact team to continue your mission over the next 12 months.



Q | A

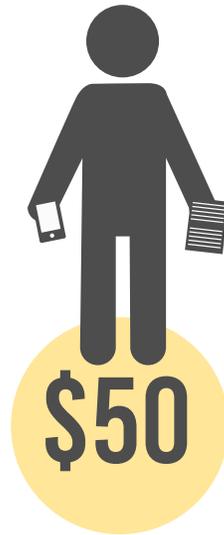


RACE AGAINST TIME EVENT

- brings the information, excitement and awareness of the cause right to your employees
- helps to spread the word and let others know about your **Social Impact Cause**
- gives others the opportunity to support your new challenge of making a difference



RACE AGAINST TIME EVENT



Each participating team member (employee) will go thru their contact list and invite friends and family or even customers or vendors to join your cause and **collectively** (not individually) pledge a minimum of \$50 a month for 12 months.

(An employee could get 10 people to donate \$5/month or 2 people to donate \$25/month.)

10 EMPLOYEES X \$50 X 12 MONTHS = \$6000
2 CLEAN WATER WELLS

15 employees x \$50 x 12 months = \$9,000

RACE AGAINST TIME EVENT



*At WHOlives
we never ask people
to donate until it hurts,
but to only donate until
it feels really good.*

CORPORATE PRESENTATION

– END –



AMBASSADOR RESOURCES

“We should remember that good fortune often happens when opportunity meets with preparation.” – Thomas A. Edison

AMBASSADOR EMAIL TO AREA BUSINESS

When people make a choice to change their loyalty because of a social cause, they seldom let you know. They don't leave you a bad review, they just leave.

Please watch the short video above and learn a simple way to grow your business and, at the same time, make an incredible social impact in the world.

We're an award-winning NGO, and we're partnering with organizations around the world. Our Social Impact Ambassadors are standing by to help you initiate a social impact program that will change the way your employees and customers feel about your business, and will also help solve the epidemic that's killing 3.4 million men, women and children every year.

Click one of the buttons below to schedule an appointment to learn more. There are no training or setup fees.

We look forward to partnering with you!

Melissa Moss, WHOlives
Corporate Social Impact Director



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, they seldom let you know. They don't leave you a bad review, they just leave.



Ambassadors

WHOlives > Ambassadors



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 scarce 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 everything, but I can do something.

- Edward Everett Hale

Be courageous in your efforts. Set a goal for at least one **Race Against Time** event every month.

12-page WHOlives Brochure

Calling Cards - Front & Back

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

Waterbottle Labels

Our Approach

Overcoming Objections

WHOLIVES CORPORATE

SOCIAL IMPACT

PROGRAM

Melissa Moss
Ambassador/Trainer

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www.WHOlives.org

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

WHO lives

We're not fighting the world water crisis because its easy, we're fighting because

IT SHOULD NOT EXIST.

#just solve it

TEXT#: 71777 MESSAGE: **JustSOLVEit**
\$5 saves a child for life



WHOlives is a trusted 501c-3

www.wholives.org/ambassadors

WHOLIVES CORPORATE



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 social media?"
- "Who would I talk to about supporting a health company?"
- "Who would I talk to about doing a fundraiser?"
- "Who would I talk to about marketing and advertising?"

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

- "Yes, actually this is really cool. We have a program that helps increase employee productivity and increase customer loyalty. *"Who would be the best person to talk to about this?"*
- "Yes, we are a non-profit organization that helps businesses find a social purpose to support. Bottom line: we help businesses find customers loyal and employees engaged at the same time. *"Who would be the best person to talk to about this?"*

Business: So how does it work?

- "We help our clients discover their Purpose for Being. We turn that social purpose into employee satisfaction, and simultaneously increase customer loyalty. *"Doesn't that sound Awesome? Who would be the best person to discuss this with?"*

WHOLIVES CORPORATE



Questions to Practice

- Q: What is Corporate Social Responsibility? or Why do we need a Social Impact Program?
- Q: There are lots of great efforts out there. Why should we choose WHOLives?
- Q: Why are your services FREE?
- Q: Who are you raising money for?
- Q: Our company isn't the right size to get involved with a program like this.
- Q: Why is the donation amount \$5?
- Q: Can I give more than \$5/month?
- Q: We already support a non-profit.
- Q: I've never heard of WHOLives before.
- Q: I'm too busy or we are too busy to do anything like this.
- Q: We don't have the space here to do a race against time event.
- Q: Corporate doesn't allow us to do anything for fundraising.

WHOLIVES CORPORATE



Questions and Answers

The finishing touch!

A confused mind will never move; In other words, if a person still has questions, they are not ready for final commitment. If someone is hesitating, discover the reasons/bts/fears, that are still lingering.

If you answer all of their questions well, they will easily commit to the program. Just keep digging to eliminate all their concerns until you have them completely on-board.

The questions and answers below should be memorized, so when a question is asked, you can give a nice, clear response, giving confidence and removing any doubts.

What is Corporate Social Responsibility? or Why do we need a Social Impact Program?

Corporate Social Responsibility (CSR) is a business approach that focuses on the impact of the organization on society. Research over the last few years shows that being socially responsible is a critical key ingredient for business success. When considering where to work, customers become more loyal and employees more engaged. We love to highlight organizations with a social cause. The way businesses approach social impact programs and the way they market them is what makes the difference. It's not just about being "nice-to-have" for marketing purposes, it's about being a business priority.

There are lots of great efforts out there. Why should we choose WHOLives?

WHOLives is a non-profit organization that has served access to clean water. Your partnering with WHOLives helps solve the world's most critical need, access to clean, safe water. With nearly 10 years of experience, we've helped large and small businesses...



COMPENSATION

- 8% of any donation you bring into the organization
- RACE AGAINST TIME Event
 - 100% of second month's donations or
 - 10% of any one time donation
- Paid through Gusto, our online HR platform
 1. We add you in the system
(full name, email, city, state)
 2. You put in your information