



THE GOODWILL AMBASSADOR PROGRAM

Purpose:

The Goodwill Ambassador Program serves as a conduit to bring influencers and advocates to support the mission of Goodwill Industries of Mississippi, Inc.

Goodwill's Mission:

The Goodwill Ambassador Program offers the opportunity for people **just like you** to better acquaint yourselves with the Goodwill Mission – **which is to transform lives through lifelong learning and meaningful work!**

Primary Goal:

The primary goal of Ambassadors is to tell the story of Goodwill of Mississippi:

- Educate the community on the **purpose** of Goodwill of Mississippi's mission
- Explain **why we sell** – explanation behind retail and the mission it serves
- Communicate how Goodwill is **different** from other charities. Goodwill is a social enterprise and, as such, pursues endeavors that generate revenues, which fund its social cause.

Benefits of Being an Ambassador:

Whether you are seeking to "just give back" to your local community, develop advocacy skills, practice public speaking, receive community service hours, or meet like-minded business, government and social service leaders in our community, the Ambassador program might just be for you! This special group combines in-house training, with active community outreach opportunities and fun networking & "Friend"-raising events, all of which are designed to help **you** develop the expertise to effectively promote Goodwill's outstanding programs and services for disadvantaged workers.

The Ambassador program is an excellent introduction to Goodwill Industries of Mississippi, especially if you're interested in future Board of Directors service!



THE GOODWILL AMBASSADOR PROGRAM – FAQ'S

How do I become an Ambassador?

You will be provided with formal training & an orientation, all with flexible timing to fit within your busy schedule to be an advocate for disadvantaged workers in our community!

What is my role as an Ambassador?

Once you have received your orientation and training, you will be offered the opportunity to participate in a number of ways, which may include:

- Serving as a representative of Goodwill at future Ambassador recruiting and networking events or hosting lunch n' learns or evening networking events with your company, your social group, or your personal friends and family
- Direct volunteer opportunities within the Goodwill network of programs and services
- Supporting future Ambassador training and orientation programs
- Participation in planning and execution of Fundraising and "Friend"-raising events

... all of which have the ultimate goal of raising awareness of, and providing support to, Goodwill's programs and services.

What are the expectations of an Ambassador?

Each Goodwill Ambassador is asked to host and/or attend a minimum of three (3) events per year and must be able to commit to Goodwill's Ambassador training and orientation program. Events may include future Ambassador recruiting and/or networking events, fundraising events, or volunteer opportunities. Don't worry – all our events are fun, fulfilling, and will provide you with a wealth of knowledge about our programs & services!

Qualifications for Serving as an Ambassador

The Ambassador Program is designed primarily for business professionals who, like us, are passionate about supporting the advancement of respect, dignity, and opportunity for people with disabilities. Selection criteria includes:

- Passion for promoting Goodwill's programs and services for disadvantaged workers
- Ability and willingness to attend Ambassador training & orientation programs
- Prior track record of leadership and/or participation in community organizations
- Reside in the territory of Goodwill Industries of Mississippi

How do I get started?

All Ambassadors are asked to complete a membership application. Once you have been accepted into the Ambassador program, you will be provided with options for individual or group orientation and training. Upon completion of your initiation program, you will be eligible to serve and support the wonderful events and volunteer opportunities available to all our Ambassadors.

We look forward to partnering with you to promote the "**good works**" that Goodwill Industries of Mississippi does every day.... right here in our community!