

Ambassador Role Description



It starts on an African farm

Purpose of the role: Ambassadors are Ripple Effect's volunteer network throughout the UK and the face of our charity. They represent Ripple Effect in their local area and are often the first contact that individuals and groups have with the charity. Ambassadors talk confidently about Ripple Effect's work and pursue opportunities to increase our profile and inspire vital support. Ambassadors make a significant contribution to growing our supporter base and raising funds. Any time they give is really appreciated.

Main activities could include:

- **Organising fundraisers** for Ripple Effect in your community such as bake sales, open gardens and stalls at community events.
- **Giving talks** to groups such as schools, places of worship, Rotary Clubs, women's groups, gardening groups and other community get togethers.
- **Raising awareness** of Ripple Effect to motivate support and involvement in your community. This may be through attending events, speaking to the local media, building contacts in your community and holding fundraising events.
- **Review your networks** and introduce us to any potential partners including high value donors, corporates or grant funders.

Qualities and skills:

- **Passionate** about supporting families in rural Africa to fight hunger and the climate crisis.
- **Proactive** in seeking opportunities to promote the work of Ripple Effect.
- **Understanding** the importance of using our brand messaging and accurate information at all times.
- **Confident communicator**, enthusiastic with a willingness to engage with people individually, in groups or online.
- **Respectful and professional.** Ripple Effect Ambassadors treat people equally no matter their religion, gender, race or sexual orientation.
- **Competent IT skills** and good internet access to allow full use of our online resources and support, communicate with each other and staff, and to deliver talks online.

Training:

- Newly appointed Ambassadors are required to attend a half day of online training. You will have a chance to learn about how Ripple Effect works with families in rural Africa. You will find out about giving talks, holding events, fundraising, safeguarding, and data compliance and much more.
- Individual follow up support is provided.
- All Ambassadors are requested to attend the annual Workshop in April, as well as regular online Coffee and Chat catch ups to update their knowledge and skills.

Time commitment:

- **Three actions per year.** We realise that different people have varying commitments and responsibilities in their lives so are able to offer different levels of time. We ask that you try to commit to take three actions per year. We value any time you can give to help make the Ambassador network effective.
- **Keep up to date.** In addition to the Ambassador training, you will be sent regular updates that you are expected to read and engage with. You are always welcome to get in touch if you need information on something more specific.

Support:

Ripple Effect's Supporter Care team are available by phone and email to support you in all your activities. Please do get in touch if you need resources. We endeavour to respond to your request within 3 days. With your permission, we'll share your contact email/ phone number with the Ambassador Coordinator.

Thank you so much for your interest in supporting Ripple Effect as an Ambassador. Our Ambassador network is a very important part of our work! Please do let me know if you have any questions: ambassadors@rippleeffect.org