

Rebuild Hope Ambassador Role Descriptions

This document outlines the roles and responsibilities of Rebuild Hope ambassadors, individual volunteers who introduce Rebuild Hope to other Americans who could help us assist more wounded current era veterans and their families. Since volunteers differ in terms of their interests, talents, personal schedules and the amount of time they can devote to Rebuild Hope, three different types of ambassador roles have been defined so individuals can select the one that most suits them.

The Great Need for Ambassadors

Rebuild Hope believes Americans would eagerly help the thousands of seriously wounded current era veterans and their families who are struggling to rebuild their civilian lives **IF** they understood the nature and scale of the veterans' problems and they knew how easily they could help them through the Rebuild Hope veterans' financial support network.

That's why the success of Rebuild Hope depends so heavily on our building a large nationwide team of volunteers who can introduce Rebuild Hope to other Americans. The central mission of an ambassador is to expand the number of donors and volunteers who support our mission. Since most Americans are members of multiple communities, i.e., social networks, based on their experiences, friends, faiths, professional and civic associations, careers, etc., Rebuild Hope ambassadors have many natural opportunities to help us spread-the-word about Rebuild Hope within their communities. And Rebuild Hope provides many tools to help our ambassadors accomplish their work.

Types of Rebuild Hope Ambassadors

A volunteer who helps us spread the word about Rebuild Hope primarily within their own existing personal networks is known as a Rebuild Hope **Ambassador**. This important role that will likely appeal to the most volunteers.

A volunteer who helps us spread the word about Rebuild Hope not only within their own existing personal network but also proactively within their own local hometown community is known as a Rebuild Hope **Community Ambassador**. This role requires a volunteer to invest more time and engage in a range of activities within their community.

A Rebuild Hope **Online Ambassador** is a volunteer who helps us spread the word about Rebuild Hope not only within their own existing personal network but also through online forums like social networks, blogs, twitter, and various kinds of websites. The volunteer focuses on military, veteran or more general communities – or some combination of these - depending on their own backgrounds and interests.

Typical Time Commitments for Rebuild Hope Ambassadors

The amount of time individual ambassadors commit to their Rebuild Hope roles varies depending on many factors but in general they contribute the following hours of effort on average.

Ambassador – 2 to 4 hours a week (at least 8 hours a month)

Community Ambassador – 4 to 8 hours a week (at least 16 hours a month)

Online Ambassador - 4 to 8 hours a week (at least 16 hours a month)

Rebuild Hope Ambassador Role Descriptions

Roles and Responsibilities

The following are examples of the kinds of activities ambassadors undertake in their respective roles. This is not exhaustive an exhaustive list and we encourage ambassadors to contribute their own ideas on how we can more successfully build support for our mission and families. The table Distinguishing Rebuild Hope Ambassador Roles provides a comparative summary of the three roles.

Rebuild Hope Ambassador – Typical Activities

Here are a few ideas on ways to get started as a Rebuild Hope Ambassador

Things You Can Do Immediately

1. **Tell Your Friends.** Email your friends and family members and tell them about your decision to join Rebuild Hope. Tell them who we are, why you joined, what you are doing, and provide ideas on how they could help. You can highlight a few items and enclose a copy of our “Ways You Can Help Us Help Our Veterans”.
2. **Email Signature.** Add Rebuild Hope to your email signature so that everyone is reminded of Rebuild Hope and what you do.

Example: Tom Martin
Rebuild Hope Ambassador
www.rebuild hope.org

Rebuild Hope operates a nationwide financial support network that enables individual Americans to directly assist the families of current era veterans whose efforts to build healthy and stable civilian lives are hampered by severe injuries, illnesses and unexpected economic problems. 100% of beneficiary donations are distributed to qualifying recipients

3. **Social Networks.** If you are a member of Facebook include Rebuild Hope as a supported cause and share comments about Rebuild Hope and your activities with your friends. Ask your Facebook friends to add Rebuild Hope to their causes.
4. **Donation.** Make a donation to Rebuild Hope through our Facebook Cause profile so others are inspired to make contributions.
5. **Twitter.** If you tweet, “follow” Rebuild Hope and tell your followers that you have joined the Rebuild Hope team. You are also encouraged to “retweet” Rebuild Hope messages and announcements when you receive them.

Rebuild Hope Ambassador Role Descriptions

6. **GoodSearch.** Yahoo will make a donation to Rebuild Hope every time you use the Yahoo GoodSearch engine. This is the standard Yahoo search engine; all you need to do is register Rebuild Hope as your cause at www.goodsearch.com!

Things That Take Time

1. **Online Purchases.** If you and your family buy products through popular retailer websites, please check to see if the retailer is a member of GoodShop. Thousands of retailers participate and they will automatically make a donation to Rebuild Hope that is linked to the value of your transaction every time you make a purchase after going to the GoodShop website, selecting Rebuild Hope as your beneficiary and then following a link to the retailer's website. It cost you nothing and is available all the time. Learn more at www.goodsearch.com/?charityid=899991.
2. **Emails.** Rebuild Hope makes announcements about its fund-raising campaigns. You can pass these along to you own mail lists. For example, tell them about how to use GoodShop to help Rebuild Hope help our veterans when they purchase gifts for birthdays, Christmas, Mother's Day, etc. or for themselves.
3. **Rebuild Hope Newsletter.** Rebuild Hope publishes a digital newsletter about every 8 weeks. You can share it with your own personal mail list and add your own message.
4. **Host a Reception.** Invite guests to a casual afternoon or evening reception so they can learn about Rebuild Hope and how they can help us help more families. Rebuild Hope will help you plan and hold a successful reception.
5. **More Volunteers.** Recruit other Ambassadors for Rebuild Hope through your own network of family members, friends and associates.
6. **Civic Groups & Faith Communities.** Introduce Rebuild Hope to the organizations, groups, and associations in which you are already a member.

Rebuild Hope Community Ambassador – Typical Activities

Rebuild Hope Community Ambassadors undertake the same activities as Ambassadors plus additional ones. Here are examples of their additional activities:

1. **Civic Events and Activities.** Create a calendar of community activities or events where you could introduce Rebuild Hope through an information table. Examples: farmers market; Memorial Day, 4th of July, Labor Day, Veterans Day celebrations
2. **Community Organizations.** Make short presentations to civic and religious organizations.

Rebuild Hope Ambassador Role Descriptions

- 3. High School Community Service.** Get your local schools to include a Rebuild Hope project as a community service opportunity for their high school students.
- 4. Media.** Encourage your local media to publish a story about your involvement with Rebuild Hope.

Rebuild Hope Online Ambassador – Typical Activities

Rebuild Hope Online Ambassadors undertake the same activities as Ambassadors plus additional ones. Here are examples of their additional activities:

- 1. Websites.** Promote Rebuild Hope on the Web through military and veteran social networks and blogs. Posts comments and create links to the Rebuild Hope website.
- 2. Events.** Participate in military and VA events that connect families with community-based support organizations like Rebuild Hope. Staff an information table.
- 3. Veteran Organizations.** Introduce Rebuild Hope to veterans groups in your community.
- 4. Military media.** Help Rebuild Hope place references to Rebuild Hope in local and national military media – print and websites.

Rebuild Hope Ambassador Role Descriptions

		Ambassador	Community Ambassador	Online Ambassador
	<p>Who are you trying to reach?</p> <p>Existing friends, family & associates</p> <p>People you do not know - or know well - inside your local community</p> <p>People you do not know - or know well - outside your local community (generally via the web).</p>	X	X X	X X
	<p>Why are you spreading the word (STW) about Rebuild Hope?</p> <p>To recruit donors, volunteers and encourage others to STW about Rebuild Hope</p>	X	X	X
	<p>Ways to reach your audience</p> <p>Tell your friends about your work with Rebuild Hope</p>	X	X	X
*				
1	Send emails (e.g. announce that you have joined RH, share what you are doing with RH)	X	X	X
2	Display Rebuild Hope on your social network profiles (e.g., Facebook)	X	X	X
3	Post comments about RH on your social network profile	X	X	X
4	Invite others to add Rebuild Hope to their social network profiles	X	X	X
5	Add Rebuild Hope to your professional network profile (e.g. linked in)	X	X	X
6	Follow Rebuild Hope on Twitter and retweet Rebuild Hope messages	X	X	X
7	Sign-up for the Rebuild Hope newsletter and share it with others	X	X	X
8	Host a reception for Rebuild Hope in your home.	X	X	X
9	Add Rebuild Hope to your email signature			
10	Participate in community events with a Rebuild Hope information table		X	
11	Make presentations to community organizations		X	
12	Include Rebuild Hope in high school community service programs		X	

Rebuild Hope Ambassador Role Descriptions

			Community	Online
		Ambassador	Ambassador	Ambassador
	Some ways to reach your audience (continued)			
13	Obtain local media coverage for your work with Rebuild Hope		X	
14	Identify and use websites, blogs and social networks where Rebuild Hope can share its story and our veterans' stories (These can be general, military or veteran-oriented forums)			X
15	Identify and leverage websites that can help us recruit volunteers to our team (e.g. Volunteermatch)			X
16	Identify and leverage philanthropic websites where Rebuild Hope can attract donors and volunteers			X
	Other things You can do to support Rebuild Hope			
1	Make your own donations to our families	X	X	X
2	Use GoodShop when you buy products online	X	X	X
3	Ask your employer to match your donations	X	X	X
4	Use the Yahoo Goodsearch service everyday	X	X	X