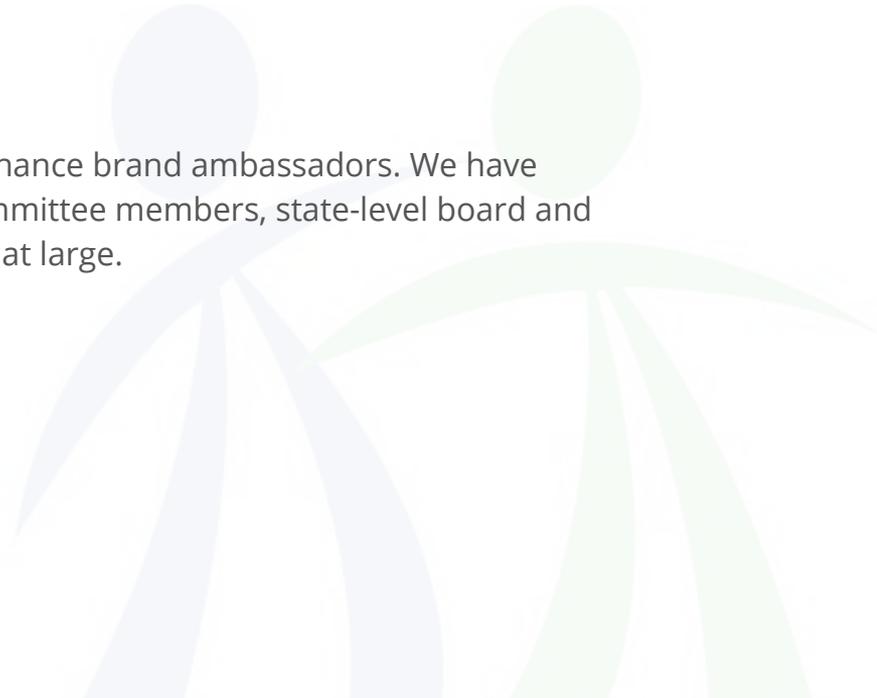




Kids'  Chance  
Brand Ambassadors

## Welcome to Kids' Chance

These guidelines outline the expectations for Kids' Chance brand ambassadors. We have created them to support our national board and committee members, state-level board and committee members, and our community members at large.



## What is a brand ambassador?

Kids' Chance brand ambassadors actively support our mission in their personal and professional lives. The primary way to do so is by driving human-centered awareness so that we expand our reach and make concrete impact.



“The master in the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his information and his recreation, his love and his religion. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing. To him, he’s always doing both.”

— James Michener

## Why do we have ambassadors?

Everyone has a network, both professional and personal. If each of us shares the Kids' Chance mission with our network, we have exponential visibility for that mission, which increases awareness and our ability to achieve our goal of #MoreMoneyforMoreKids.



## Here's How to Get Started

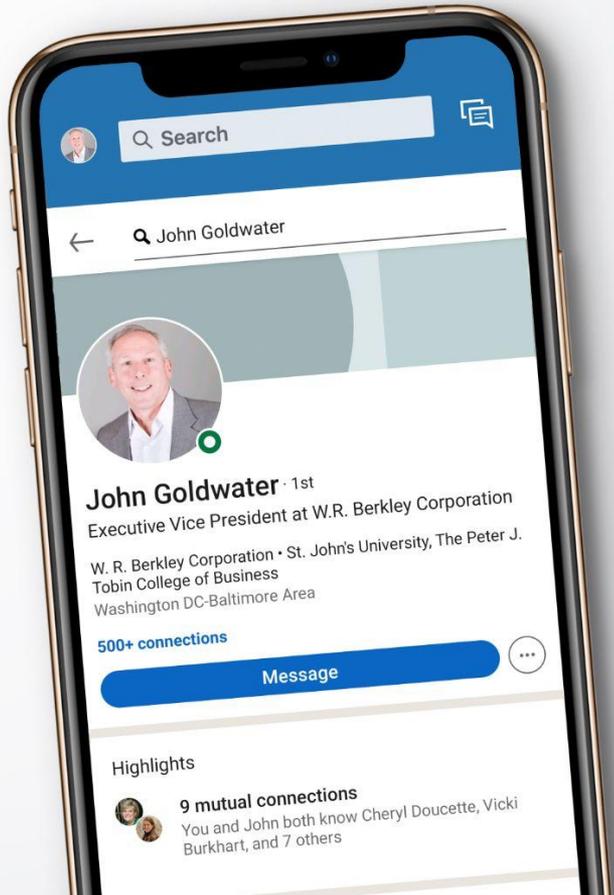
The first thing you should do is subscribe to the national newsletter — the Kids' Chance Chronicle. It's the best source of Kids' Chance news across the country.

[Subscribe](#)



## Set Up Your LinkedIn Profile

- Include that you're a brand ambassador, board member, or volunteer in your professional bio
- Include that you're on the board or on a committee on your LinkedIn profile



When adding Kids' Chance to your LinkedIn profile, you should include it in your bio. Here's a suggested sentence:

[Name] is also a member of the Kids' Chance of [America/State] board and serves on the [committee name] committee.

You can also include it in the Experience or Volunteer section, indicating your role as appropriate.

## Examples

Both [Dana Genheimer's profile](#) and [John Goldwater's profile](#) are great examples of how yours should look when you've completed the setup.

# 2

## Engage on Social Media

- Follow, like, and share all the content posted by Kids' Chance of America
- Follow, like, and share all the content posted by the Kids' Chance organization in your state
- Post something original on your social media channels monthly



Kids' Chance of America has the following accounts, which we recommend you follow so that you can easily like, retweet, and comment on our posts:

- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)
- [YouTube](#)

We also use the following hashtags and encourage you to do so as well:

- #KidsChance
- #giveback
- #scholarships
- #MoreMoneyforMoreKids

Specifically, we ask that you include #KidsChance in **all Kids' Chance posts** in an effort to create consistency and improve search results.



And most importantly, remember our guiding principle of More Money for More Kids. Social media posts made to bring awareness to Kids' Chance should focus on identifying applicants, securing funding, and supporting what matters most — the kids.

Please keep in mind the social media guidelines set forth by your own company or state organization and refrain from posting any confidential or personal information.

# 3

## Engage Your Network

- Carry Kids' Chance business cards at conferences and other professional events
- Wear the Kids' Chance pin
- Say a few words about Kids' Chance when you get a platform



Kids' Chance of America has a number of resources available, including the following print materials:

- Planning for the Future Cards
- Faces of Kids' Chance Cards
- Calling Cards
- KCOA Overviews
- Lapel Pins
- Notecards

You can [request these materials](#) and have them shipped to you.

There are also [student stories](#) and [videos](#) available for our ambassadors to share.

# 4

## Engage Your Organization

- Share Kids' Chance with your clients, partners, and/or suppliers
- Identify a way for your organization to engage with Kids' Chance, such as sponsoring a state event or referring eligible applicants to the Planning for the Future initiative



## Awareness Week - November

Kids' Chance Awareness Week was started in 2014 to provide a national platform to increase visibility for the Kids' Chance mission. By coming together one week each year, we concentrate our efforts, which boosts our volume.

Over the last five years, we've increased the overall engagement of the Kids' Chance community, and moving forward, we want to encourage our supporters to take direct action to advance our goal of #MoreMoneyforMoreKids.

[Learn More](#)

# 5

## Engage During Awareness Week

- Be active on social media by liking and sharing state posts as well as posts coming out of the national organization
- Post content yourself. Pre-created content is provided through the media kit
- Get your organization involved during the week — whether that's engaging on social media, posting content on the website, hosting a company-wide event, or doing something specific to you



## Planning for the Future

Our Planning for the Future initiative is designed to identify potential scholarship applicants, especially those who are not yet of college age.

We collect and maintain their contact information so we can reach out when the time comes to consider options for higher education. We then connect these students to the appropriate Kids' Chance state organization to begin the scholarship application process.

[Learn More](#)



## Engage with Planning for the Future

- If you know someone who is eligible for a Kids' Chance scholarship, ensure that they get connected to our initiative and their contact information gets entered
- Identify opportunities to include information on the Planning for the Future initiative when communicating with industry partners, suppliers, or potentially eligible families
- Set up a way for your company to refer eligible applicants



## Workers' Memorial Day - April

Workers' Memorial Day is a day of remembrance and mourning for workers who are killed or injured at work. Held each year on April 28, it is a day to remember those lost to or affected by a work-related death or injury.

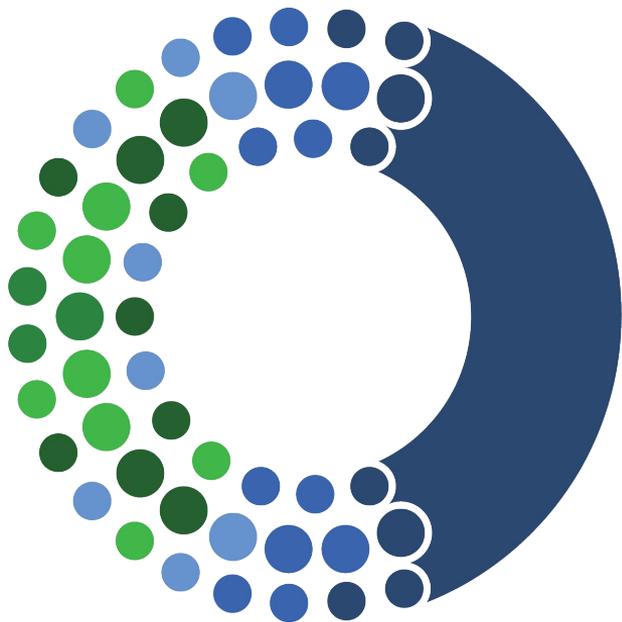
Kids' Chance invites our community to join us in observing this day by making a difference for the children of workers through increased awareness or a donation to the Kids' Chance in your state.

[Learn More](#)



## Engage During Workers' Memorial Day

- Be active on social media by liking and sharing state posts as well as posts coming out of the national organization
- Post content yourself. Pre-created content is provided through the media kit
- Get your organization involved — whether that's engaging on social media, posting content on the website, hosting a company-wide event, or doing something specific to you



## Kids' Chance National Conference - April / May

The Kids' Chance National Conference brings the national Kids' Chance community together to empower our volunteers, recognize the support of our leaders and partners, and celebrate what matters most - our kids.

[Learn More](#)

## Brand Ambassador Standards

We are a community working together to bring greater visibility to our shared mission. That means that what a brand ambassador does reflects on Kids' Chance. Please keep these few standards in mind when creating any content:

- Disclose your affiliation: If you post about industry-related news and topics, you should disclose your company affiliation in your profile
- Own your opinions: State when your post is YOUR opinion when commenting on the industry
- Act responsibly and ethically: When participating in online communities, do not misrepresent yourself
- Honor our differences: You should never post discriminating content (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, marital status, or any other basis)
- All content related to Kids' Chance should maintain proper spelling, grammar, capitalization, and brand name representation

Should we discover content that does not align with these standards or our brand licensing standards, we reserve the right to request its removal or, if the content is under our control, remove it.



## Questions?

For more information, please reach out to Kids' Chance of America's Brand Manager, Katie Burkhart, at [katie@matter7.co](mailto:katie@matter7.co).