

AMBASSADORS PROGRAM CURRICULUM

Week 1: Introductions: Get acquainted with other ambassadors and key Wells Bring Hope team members, learn essential information about WBH, such as how it got started, how it works, and more.

Homework Assignment: Look at Wells Bring Hope's social media vehicles: what works/ what doesn't work for you?

Week 2: Introduction to Community Outreach: What is it? Why is it important? Ambassadors share their feedback on WBH Social Media.

Homework Assignment: Learn more about WBH by reading two assigned blogs and two chosen by the individual Ambassador.

Week 3: The Importance of Developing Salesmanship Skills: One key to being a good salesperson is knowing enough about a cause to communicate effectively about it. Learn more about what makes Wells Bring Hope unique/special. Share what was learned through exploring the blogs read from their homework assignment.

Homework Assignment: Immersion: Learning about the cause via reading more on the website, more blogs, and watching WBH YouTube videos.

Week 4: First Guest Speaker: Hadiara Diallo was born and raised in Niger, West Africa, where WBH does its well drilling. Learn about Niger first hand, what it's like to grow up/live there as a girl.

Homework Assignment: Write first draft of a "pitch," which includes three key selling points, what's special about WBH. Include counterpoints for anticipated resistance to supporting WBH.

Week 5: Second Guest Speaker: Kevin Kilroy who started as a volunteer for WBH when she was 13 years old after being inspired by Gil Garcetti's book. Kevin reached out to her school, church, and her father's business associates and was able to raise over \$100,000. It was a transformative experience for her.

Homework Assignment: Define your target audience and potential supporters. Who might be able to help you with your community outreach efforts? What groups might you approach to support WBH?

Week 6: Third Guest Speaker: Kate McEvelly, a young woman who was also inspired by Gil Garcetti. She started a WBH Club at her high school, which is still going strong even though she has long since graduated. Kate was part of a WBH team that visited Niger. She shared her experience of starting and running a school club and also what she learned from visiting Niger.

Homework Assignment: Create a video of 1-2 minutes in length to “sell” WBH to community outreach targets.

Week 7: Fourth Guest Speaker: Gil Garcetti, former L.A. County District Attorney and inspiration for Wells Bring Hope’s founding, shared personal stories about the people he has met on his many journeys to West Africa.

Homework Assignment: Develop a plan for community outreach

Week 8: Fifth Guest Speaker: Larry Johnson, WBH Treasurer, will speak about his experience visiting Niger and what it was like to discover his roots. Larry will also share his tips on how to reach out to community public service groups, like Rotary.

One month follow-up: Check in, review plans for the fall, answer any questions, provide additional information.