
GOF BRAND AMBASSADOR GUIDE



GLOBAL ORPHAN FOUNDATION
caring for the world's most vulnerable children



A WORD FROM OUR DIRECTOR

I'm thrilled that you're interested in becoming a Global Orphan Foundation Brand Ambassador!

Thank you for even considering spending your time and efforts helping orphaned children.

Here at GOF, we are building something that will quite literally transform lives for orphaned and vulnerable children around the world. We work for those children. Our board and staff always say that if we do our job well, we'll create something that matters as much to them as it does to us, and all of our lives will be better for it. We have a rare opportunity. Let's make the most of it together.

In the following pages, you'll find out more about who we are, what we do, why we do it, and the tools and resources we've compiled to help you. Should you need any other assistance, please let us know.

Again, thank you for being a part of the GOF family!



RACHEL TANNER
US DIRECTOR





1 in 10

children in DRC is severely malnourished and in danger of death.

> 4 MIL

orphaned children are struggling in Democratic Republic of Congo.

ABOUT US

Global Orphan Foundation is a US-based non-profit with a global mission - to advocate on behalf of orphaned and vulnerable children worldwide and respond with action. We have witnessed firsthand the struggle to meet the basic needs of orphaned children in third-world and developing countries and are committed to easing that burden. We believe that all children deserve a champion.

Since 2007, we have invested in programs that address some of the world's most pressing issues. Each one is designed to be transferable to any community, anywhere in the world. By investing in today's youth, in the world's most vulnerable populations, we're working for a brighter tomorrow.

BOLINGO VILLAGE: in 2019, we opened our most ambitious endeavor to date, a sustainable children's care village in Democratic Republic of Congo. We are revolutionizing the standard of care for orphaned children in Congo to provide them with all the tools to become tomorrow's leaders. Our village goes beyond meeting basic needs, offering a variety of educational opportunities, consistent medical care, a loving foster family, and emotional and spiritual care. In short, a robust and abundant childhood with a bright future.

DRC INSECT FARMING: We have created an innovative and sustainable solution to malnutrition and food insecurity in Congo orphanages. Insects are a staple of the Congolese diet and are packed with nutrients. By teaching orphanages to farm their own insect crops, we're ensuring the children in their care will always have a nutritious food source.

CAMP MY MOMENT: Our camp takes orphan care beyond meeting basic needs and focuses on essential life skills and leadership development. Our five-day camp, initially created in partnership with Peace Corps Nicaragua, invites young women to consider their role in society and begin planning for a vibrant future.





almost

50%

of children under five suffers from chronic malnutrition... which affects their brain development, reduces their IQ, and weakens their immune system.

In 2020

20,490

balanced meals will be served to the children of Bolingo Village



THE DETAILS

What is a GOF Brand Ambassador:

A Brand Ambassador is a volunteer that wants to serve orphaned children in a simple and easy way that fits in with their normal daily life.

Why are Brand Ambassadors important?

Every nonprofit needs help. We need more people to know about and love our programs. We need more e-news signups, donors, and to stay on top of people's minds.

Your Role:

As an Ambassador your role is to:

- Complete the [interest form here](#).
- Commit to posting 1 social media post per quarter*.
- Commit to posting 1 social media story per month*.
- *These posts/stories can include content shared from GOF's SM pages, templated posts that we share with you, or original content that you create. GOF accounts must be tagged.
- Start a fundraiser and/or become a monthly donor.
- Respond to action alerts from GOF Board/Staff.
- Join our e-news mailing list.

GOF's Role:

We're with you every step of the way!

If you need anything, just reach out via call, text, or email.

To get you started we will provide:

- Welcome/Training Video
- Templated social media posts
- GOF merchandise and discount codes
- Quarterly updates on your favorite GOF program



3.5X

The amount over the typical DRC salary the average Bolingo Village employee earns

153

the number of young women who have benefited from Campamento Mi Momento

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TOOLS & RESOURCES



Brand Ambassador Guide

Sample Post Graphics

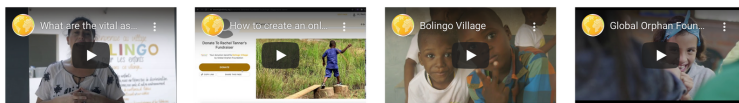
Story Prompts

Where it all began! If you ever want a refresher on:

Here are a few graphics you can post.

Not sure how to get comfortable talking on

GOF VIDEOS



Bolingo Village: Families Building Futures

Our Founder, Michele Jackson, speaking about the importance of families in the village.

How to start a fundraiser

This step-by-step video will walk you through how to set up and share to social media your personalized online fundraising page for Global Orphan Foundation.

Bolingo Village

We are revolutionizing the standard of care for orphaned children in Congo to provide them with all the tools to become tomorrow's leaders. Our village goes beyond meeting basic needs, offering a variety of educational opportunities, consistent

Campamento Mi Momento

Our Camp takes orphan care beyond basic needs & focuses on essential life skills and leadership development. Our five-day camp, initially created in partnership with Peace Corps Nicaragua, invites young women to consider their role in society

SOCIAL MEDIA TRAININGS



Facebook: How to share posts

In this tutorial you will learn:

- How to post text and picture updates
- How to share links on Facebook

Facebook: How to tag GOF

After you watch this tutorial, you will know:

- How to Tag a friend in a Status Update

Facebook: How to use/post stories

Learn how to use the Facebook Story feature. You can post a string of photos or videos that appear for 24 hours to your story so your friends can

Facebook: How to live stream

Learn how to start your own Facebook live stream with our step-by-step video tutorial.

We'll show you how to live stream on Facebook and give you tips to make

TOOLS AND RESOURCES

Once approved as a Brand Ambassador, you will have access to a section of our website where you will find:

- Sample graphics for posts
- Sample prompts for stories
- Welcome/Introduction video
- Instagram trainings
- Facebook trainings

NEXT STEPS

Are you ready to start on this adventure?!

We're excited to have you!

Here is a link to an interest form so that we can get to know you better and start you on your way to being a Global Orphan Foundation Brand Ambassador!

After we review your form, we'll send you an email with the login-in to the hidden page on our website with the tools and resources that you may need to get started.

Everyone at GOF knows that there are so many different causes that you could volunteer your time with, and we're so moved that you have chosen the orphaned children we serve to be the benefactors of your time.

As always, don't hesitate to call, text, or email us with any questions or concerns along the way.

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