

Hope needs a helping hand.

BECOME A CASA AMBASSADOR

ANSWERING YOUR FUNDRAISERS' QUESTIONS ABOUT THEIR EFFORTS

Q: Why does Henrico CASA have the CASA Ambassador program?

A: Henrico CASA is experiencing significant growth due to growing community demands to serve all children who come before the court who have experienced abuse or neglect. As a result, we have a need to grow our staff, Board of Directors, and volunteer advocates.

Our goals include establishing Henrico CASA as a household name in the Greater Richmond community with consistent and focused messaging, diversifying and expanding our community supporters, and establishing long-lasting and meaningful relationships with funders and donors. In order to accomplish these goals and help us grow, we need CASA Ambassadors to love our mission, believe in our cause, and share our good work with your community connections.

Q: Who Can Be a CASA Ambassador?

A: Anyone who believes in the overall mission of our organization and wants to help ensure children in our community are safe from abuse and neglect is welcome!

Q: What will be required of me as an ambassador?

A: As a CASA Ambassador, you will agree to do the following:

Lend Your Name. CASA Ambassadors will agree to allow Henrico CASA to use your name in public relations materials and in solicitation of key prospects throughout the area.

Be a Spokesperson. Speak positively about Henrico CASA within your community and be prepared to answer basic questions. (You will be able to rely on CASA staff and key personnel for detailed information.)

Open Doors. Think about who you may know (friends, family members, colleagues, companies) that you can introduce to CASA and help arrange a meeting or speaking engagement to share our mission.

Provide Support. Make a minimum contribution of \$2,000 to Henrico CASA during the one-year term. This can be through a personal gift, asking for support from family or friends through peer-to-peer campaigns, securing corporate gifts, sponsorships, or grants, or any combination! We seek 100% participation by CASA Ambassadors.

Q: What are some examples of activities that I will be asked to participate in as a CASA Ambassador?

A: Some examples of CASA Ambassador activities might include:

Wear the Brand. Wear the CASA name and/or logo on your hat, shirt or lapel pin. You never know who you will run into and the conversations that may be sparked by seeing you rock the CASA name or logo.

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Invite a Friend. Next time you are planning to volunteer or attend a special CASA event, invite your friends. By engaging them with Henrico CASA, you will multiply your involvement and magnify your impact.

Tell a coworker. Talk with some of your coworkers about your recent involvement and interactions with CASA. Perhaps they never knew of your involvement or had never heard about CASA and are interested in learning more about what we do, and why we do it.

Tell your family. At the dinner table or family gatherings, tell your family about your involvement with CASA.

Tweet, Post, and Share. Share or post with your twitter or social media followers (Instagram, Facebook, LinkedIn, etc.) information about our upcoming events and/or your involvement. Go beyond just liking our posts and share our posts to enable your friends and followers to learn more about CASA.

Host an Event. Invite a small group of your family, friends, and colleagues over to your home or meet them at a restaurant, to share more about CASA.

Raise Money. Don't shy away from the opportunity to help raise money for CASA to help us fulfill our mission. Keep your eyes and ears open for new fundraising opportunities and support CASA's efforts to raise money by raising awareness through key connections.

Connect and Advocate. Offer to set-up a speaking engagement/presentation with your local club, book group, or employer – it is important to get CASA's message out to as many people as you can.

Q: What are the benefits of being a CASA Ambassador?

A: Being a CASA Ambassador helps bring your voice to the table! You can add value and meaning to our organization by helping your friends, family members, and colleagues see the importance of our mission and vision.

You will also be helping to cultivate a strong base of volunteers and supporters to provide long-term sustainability and help our organization grow. You will be fighting for children who have experienced the worst in life to receive a caring advocate by fighting for CASA's mission to be heard and supported.

We recognize that you will be donating time, making connections, and raising funds for us, and we love to recognize all of your efforts! You will get lots of kudos and be listed on our website, promoted on social media and within our outreach materials, and receive media press (when available).