

# The Role of the “Ambassador” in Promoting your School Endowment

## **IF YOUR SCHOOL HAS AN ENDOWMENT FUND .... YOU NEED AN “AMBASSADOR”**

An important part of the planning process for getting your Endowment Fund in place is to find an “Ambassador” or coordinator who will be responsible for promoting your Endowment Fund to your membership and support community. That means you need to find a person or a team who will make sure the Endowment Fund isn’t forgotten or swept aside in the general “busyness” of school operations.

## **AMBASSADOR “JOB DESCRIPTION”**

As “Ambassador” of our school’s Endowment Fund, we ask that you:

- > Arrange for a permanent “Advertisement” in the School Newsletter (print and electronic versions). This advertisement may be business card-sized, and should be preferably be consistently located in the Newsletter. The advertisement should promote the Endowment Fund and should refer to (and preferably provide a “link” to) the services that CSS provides to the school’s greater support community. CSS can supply the wording.
- > Arrange for regular promotional announcements in School newsletters and other publications (including the school’s website) to announce milestones and share stories and news about gifts received. Again, CSS can supply the wording.
- > Occasionally arrange for an article promoting or discussing the benefits of the Endowment Fund in the School Newsletter. There are sample articles available on the CSS website ([www.cssservices.ca](http://www.cssservices.ca)) which can be inserted as is or customized as you see fit.
- > Arrange for the printing and distributions of an Endowment Fund brochure that explains the Vision and Purpose of your school’s Endowment Fund. The brochure should also detail how a donor can support the school in this way. Again, CSS can supply the wording
- > Arrange for (and promote) speaking engagements designed to explain and promote the Endowment. CSS representatives would be happy to do these from time to time, or CSS can provide support in the form of presentation material so that the ambassador can do this personally.
- > Provide a verbal update about the Endowment Fund at ALL membership meetings.
- > If there is an event at the school (Grandparents day, Bazaar, etc), the Ambassador should try to be there and, if possible, arrange for a small promotional booth or deliver a short speech to the audience about the various ways that they can support the Endowment. Make sure your brochures are always available.
- > When the school receives a cheque from the Fund, the Ambassador should ‘present’ the cheque to the chair of the board at a membership meeting.

# The Role of “Ambassador” *...continued*

- > From time to time, provide the school with envelope-stuffers to insert in school mailings. These can be
  - > Small slips or brochures reminding the recipient about the Endowment or
  - > Invitations to a membership meeting where the Endowment will be discussed,
- > “Stories” telling of a new initiative on affecting the Endowment or of some milestone that the Endowment Fund has achieved.
- > Order and arrange for use of CSS envelope-stuffers promoting various ways of charitable giving.
- > Send letters to supporters asking them to remember the Endowment in their estate plan, AND
- > Send referrals to CSS so that we can get those bequests on the books for the school! Remember - You know the people who have a heart for your school.

## **DOES THIS SOUND LIKE YOU?**

It is important that the Ambassador be a confident public speaker who is well-connected to the community and is obviously personally committed to the cause of the Endowment Fund – and the School.

Since an Endowment Fund is a long-term project, the Ambassador should be committed to being involved for a few years, and should be willing to find a replacement when necessary (and be able to mentor that replacement to ensure continuity).

The Ambassador will likely want to form a small group to assist with some of these jobs, especially in producing a brochure and doing mail-outs. Once practices are well-established, a lot of the jobs will not be very time-consuming but the Ambassador’s important and primary role will continue; getting the Endowment Fund established and known by the support community and keeping it in the forefront of your supporters’ minds.

It would also be helpful if the board could provide the Ambassador with a small budget for mailing, printing and other expenses.

## **THE ENDOWMENT FUND BROCHURE**

Finally, the School will need to produce a promotional brochure for the Endowment fund. CSS can help with:

- > Giving referrals to a designer if you do not have someone “in-house” or a suitable volunteer in your support community.
- > Provide “copy” for the brochure including technical information about the Fund and a list of items you might include.
- > Provide samples produced by other schools.

*CSS thanks YOU for joining with us in the important work of promoting your school and your school’s Endowment Fund.*

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