THE GREAT KINDNESS CHALLENGE
AMBASSADOR PROGRAM OVERVIEW

Who
We are looking for leaders in KINDNESS! If you are over-the-top committed to spreading KINDNESS, please consider becoming a Great Kindness Challenge Ambassador. Our Ambassador Program is open to leaders of all ages!

Criteria
Great Kindness Challenge Ambassadors are asked to actively promote and encourage schools to SIGN UP for The Great Kindness Challenge in the following ways:
• Social media using #GreatKindnessChallenge
• Website promotion and blog posts
• Email communications and newsletters
• Public speaking engagements
• General public relations (news, TV, print, etc.)

Tools
Great Kindness Challenge Ambassadors are given support from the Great Kindness Challenge team and their own Toolkit full of ideas and ready-to-use materials to help recruit schools and spread the message of KINDNESS!

Recognition
Great Kindness Challenge Ambassadors are pivotal in helping us reach our 2020-2021 goal of 15 million students and 35,000 schools in 120 countries participating in the challenge! The Great Kindness Challenge Ambassadors will receive:
• Electronic ‘Great Kindness Challenge Ambassador Seal’ to show the world your commitment to KINDNESS!
• Name included on the Great Kindness Challenge website
• Mention in our social media campaign
• And, a chance at a dedicated Great Kindness Challenge blog post and interview

If you are interested in becoming our Great Kindness Challenge Ambassador, please contact us at ambassadors@greatkindnesschallenge.org.

Learn more about us
GreatKindnessChallenge.org
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Facebook/The-Great-Kindness-Challenge
Follow us on Twitter
twitter.com/KidsforPeace