



# AVC AMBASSADOR TOOLKIT

Help Spread the Word



Are you passionate about the future of Africa? Are you an avid social media user? Do you want to help share stories of African youth creating ground-up social change in their communities? Do you want to gain hands-on experience in development, working with a small, startup nonprofit?

Yes? [Sign up to be an AVC Ambassador.](#)

## **ABOUT US:**

AVC is a volunteer service fellowship for Africans to work in African-initiated development projects. Creating a springboard for future leaders and strengthening ground-up social change efforts, we position Africans to control development on their own continent, opening doors for Africans to leverage their own resources and strengthen grassroots development efforts. We aim to empower a generation of Africans to hone their vision of a positive future and equip them with the tools to make that vision a reality.

## **YOU HAVE:**

A genuine interest in AVC's work and in supporting local and sustainable solutions to African development challenges

## **YOU WILL:**

Spread the word about AVC through social media advocacy and/or awareness raising events

## **YOU CAN EXPECT TO LEARN:**

Skills in advocacy, marketing and communications, event planning and social media  
How to work as an integral member of a nonprofit communications team  
Best practices in the application of social media and awareness raising tools for education and advocacy  
How to engage a variety of audiences, lead groups of people and stay organized while working on multiple projects  
About African development from an African perspective, African leadership in Africa and African diversity and potential

About positive stories from the continent

### **Sign up and find out more!**

If you are interested in becoming an Ambassador or would like to find out more, please contact Hannah Pantaleo at [hannah@africavolunteercorps.org](mailto:hannah@africavolunteercorps.org).

If you're a student, talk to your school about earning college credit to participate.

### **TOOLKIT**

Use the "Help Spread the Word" Toolkit to get started in launching effective and fun campaigns.

### **SOCIAL MEDIA:**

You can download these images to tell your friends why you support AVC. It's easy. Click the link. Right click image and click "Save Image As." Upload and post to your Facebook page.

- ["I support AVC because sustainable change starts from the ground up."](#)
- ["I support AVC because volunteerism can change the world."](#)
- ["I support AVC so young Africans can make their voices heard."](#)

Or, create your own using [Canva.com](https://www.canva.com). Need guidance? Let us know.

When Tweeting or posting as an AVC Ambassador, use the hashtag #AVCAction

- You can Tweet or post these Mega Messages, which highlight what we do and what we believe in as an organization.
  - @AVCAction I believe that Africans should drive African development #AVCAction
  - @AVCAction I want to amplify the voices of African changemakers #AVCAction
  - @AVCAction positions Africans to lead African development efforts #AVCAction
  - @AVCAction supports change from within. African solutions for African issues #AVCAction
  - @AVCAction is taking the lid off African Potential #AVCAction
  - @AVCAction creates practical opportunities for job placement and training in #Africa #AVCAction
- You can pose questions to @AVCAction or to other #AVCAction folks. You can also encourage others to retweet.
  - Use ours or create your own:
    - Do you believe Africans should drive African development? If so, retweet. #AVCAction
    - Retweet if you believe change for Africa should come from within Africa. #AVCAction
- Great online resources to learn more about Africa and find interesting content to post:
  - <http://africasacountry.com/>
  - [allafrica.com](http://allafrica.com)

- <http://www.theafricareport.com/>
- <http://www.ted.com/topics/Africa>
- <http://edition.cnn.com/CNNI/Programs/africanvoices/>
- <http://www.theguardian.com/world/africa/roundup>
- <http://www.applauseafrica.com/>
- <http://www.anotherafrica.net/>

## **RAISING AWARENESS THROUGH EVENTS:**

### **Film Events**

- You can host free film events to raise awareness about specific African issues.

### **Events with Founding Director Caitlin Kelley**

- Caitlin Kelley can attend and speak at campus events, such as question and answer sessions or panel events focused on issues such as nonprofit leadership, servant leadership, and international development.
- She can also speak specifically about AVC and AVC's mission, work, and values.
- Please note these events will need to be planned well in advance.

### **Tableing**

- You can set up a table or booth at campus events, cultural events, or other community events to spread the word about AVC's work and mission. Remember to have people sign up for our newsletters or walk away with a pamphlet about our work!

Many of the fundraising events can also be held as awareness raising events depending on how you organize. Check them out [here](#).

If you have other ideas for Awareness Events, let us know!

### **CHECKLIST:**

*Use this list to get started.*

- Follow AVC on [Facebook](#) and [Twitter](#).
- [Sign up for AVC's email updates](#).
- Read [blog posts](#) written by AVC staff, board and Volunteers.
- Get comfortable with "Help Spread the Word" Toolkit.
  - Don't forget to use popular hashtags.
  - Download pre-made canva posts.
  - Don't underestimate the power of a retweet!
- E-mail Hannah at [hannah@afriavolunteercorps.org](mailto:hannah@afriavolunteercorps.org) so AVC can help you create a roadmap to success.
- Remember, you're a part of the AVC family! Tell us your ideas and ask lots of questions.

## TERMS OF USE:

*You are awesome and we are happy to have you as a member of the team! But remember, we ask that everyone abide by a few Good Teammate Policies:*

- We ask that all Ambassadors **please**:
  - Abide by the values of our movement, including: generosity, kindness, empowerment, dignity, respect, the importance of local voices, and self-determination.
- We also ask that Ambassadors **please don't**:
  - Use the AVC name, Twitter handle, or hashtags to post violent, nude, partially nude, discriminatory, unlawful, infringing, hateful, pornographic or sexually suggestive photos or other content
  - Use the AVC name, Twitter handle, or hashtags to defame, stalk, bully, abuse, harass, threaten, impersonate or intimidate people or entities
- If you do any of these things, we will ask that you take it down, delete it from your social media (when applicable), and potentially flag or report you.
- Additionally, We ask that ambassadors have all films, books, items to be sold, etc. approved by AVC to ensure they meet our brand principles and ideals.