



WORLD

ACCORD

AMBASSADOR TOOLKIT



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Congratulations on your journey to becoming one of our ambassadors! Our ambassadors are committed to nurturing community and sustainability.



Become a leader, bring your community together and develop skills for your future



Advocate for the benefits of others in developing countries



Make an impact by helping World Accord achieve goals





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Who is World Accord?

World Accord is a non-profit organization that is actively involved in successful international development projects and programs located in Central America (Guatemala, Honduras, and El Salvador) and Asia (Nepal) - with new and exciting projects being added as we continue to grow. The focus of the work of our partners is on sustainable agriculture (mostly agroecology and agroforestry), sexual and gender-based violence, economic and social empowerment of women and girls, as well as strengthening the ability of local communities to adapt to the climate crisis.



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Why become a World Accord Ambassador?

Being a World Accord ambassador means supporting under resourced communities by spreading advocacy and the value of taking care of each other. You will be a role model on demonstrating how working together can make a difference

Our ambassadors take on many roles such a project leader, community organizer, social media content creator, fundraiser and event planner -- to name a few!

Benefits of being an ambassador



Empower Equality

Promote the importance of women empowerment and educate others on how equality is beneficial for all.



Have Fun

Explore philanthropy, discover new skills about yourself and make new friendships along the way.



Leadership

Demonstrate your skills and inspire those around you to take action.



Community

Shape your community and build connections with those who also care about the environment and well-being of others.



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A quick guide to help you understand World Accord's goals



**The flourishing of
well-being where
basic human needs
are met**



**Every person has
the opportunity
to fill their potential**



**Diverse people
live peacefully
in a global
community**



**Care of earth and
love of
neighbours shape
our life together**



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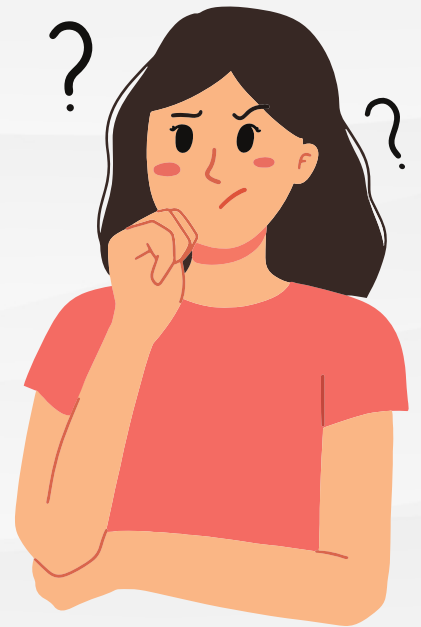
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I'm ready to be an ambassador, now what?

Our ambassadors spend between 2 to 5 hours a month working with World Accord. This can include organizing a fundraiser, obtaining more newsletter subscribers or creating social media content. Our goal is to reach 20 new organizations or people per month and get them informed about World Accord and its partners.



What do I get out of it?



Gain valuable skills and experience such as:
Impact awareness, critical thinking, team
building and project management



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How do I get started?

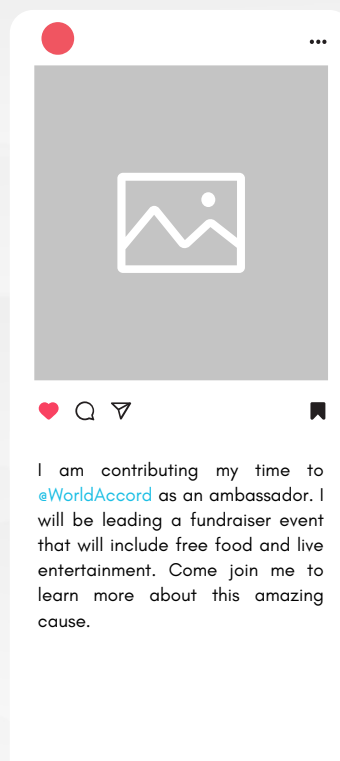
You can start by sharing your commitment to being a World Accord ambassador! Invite others to get involved. Recruit family and friends to help you get started on your journey to making a change. Here are some social media examples and resources:

linkedin

make a status about
your contribution to
World Accord

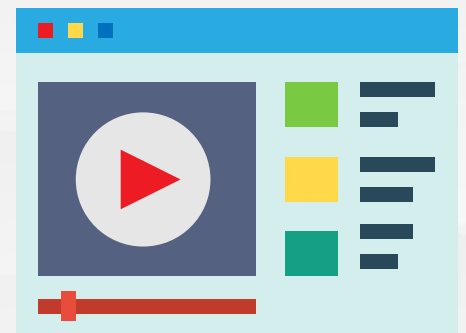


instagram



youtube

share one of our Youtube
videos found on our website





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Social media ideas

follow us on these accounts to share our posts



@WorldAccord



@WorldAccord



@WorldAccord
International
Development Agency



@WorldAccordCanada

Tag friends and family to join the movement

Show those interested where to donate on our website

Give a shout out to other organizations who are doing
work in your community and tag them

Add your role as a World Accord ambassador to your
bio or email signature



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Event Planning and Fundraising



Don't know where to start? No worries, we got you. Throwing all types of community events can help engage your neighbourhood and inspire others to join you as an ambassador or make a donation.

Step One

Figure out what type of event you want to throw. Backyard BBQ with live entertainment? Open mic night? Dinner party? Informative fundraiser? The list goes on, but the best ones are where the attendees get to have some fun as well.

Step Two

Find a place to host the event at. If you know the people attending, you can have it at your home or a friends place. If you want to invite a bigger audience, check with your local theatre to see if they offer their venue space to the public. There may be a possibility that your school or local community centre would be happy to give you a space for your event.

Step Three

Determine what kinds of activities you want to offer. Board games, live music, comedy night or trivia are great social activities. Prepare a presentation or speech on World Accord and why you are an ambassador. Make some homemade food or prepare snacks to keep your guests fed and happy!



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Great! I have my ideas planned and a space to host my event

Once you have a clear vision of your event it's time to find the right team to help you execute the idea.



Family + Friends

Perhaps you have a friend that is in a band and can perform at your event, or your friend is a comedian and can help you host and crack jokes. Maybe your guardian or parents are willing to give you a hand with making some food or snacks for the guests. Asking for help never hurts!

Pick a date

Tell people about your idea and ask what date work for them, most people are available on the weekends, but weekday events are still fun to have. Try planning at least a month in advanced to have a date set and give yourself time to prepare anything else you need.

Get excited!

Share your event, invite your teachers and neighbours on social media, or in person. Don't forget to include details like if food is available, what the event is about and if guests should bring anything. But most importantly, don't forget the date and address. Make sure to give yourself enough time to set up before your event starts.



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Event Planning Checklist

Use the template below to help you make
your own checklist

+ CHECKLIST +



Food and refreshments



Projector and video screen for presentation
(you can use a tv/monitor and laptop as an
alternative for your presentation)



**Folding tables, power bars,
extension cables**



Contact performers or speakers



Microphone(s) + Speakers for speeches or band
(visit your local music store to get some help with
this!)





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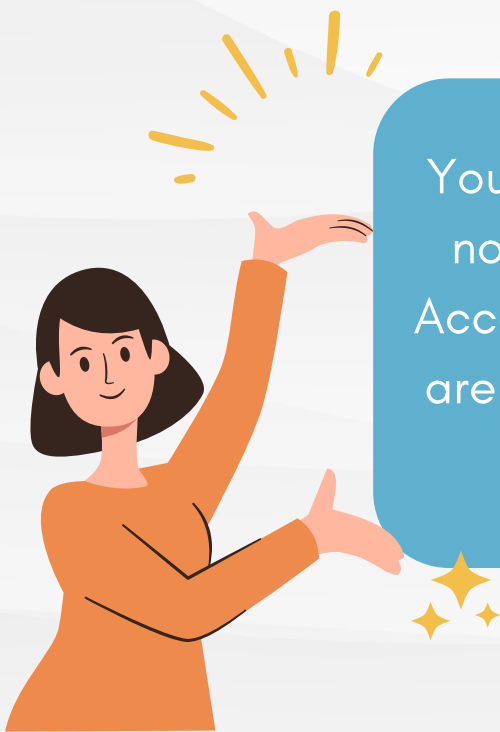
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Presentation Guide



You've got your guests and date all set, and now you want to share why being a World Accord ambassador means a lot to you. Here are some ideas of what you can add to your speech or presentation.

Research

On our website you will find resources on all of our global partners. Pick one or two to focus on, inform your audience on the importance of these programs.

Picture Perfect

You are more than welcome to email us to get photos of the partners to use in your presentation. Too much wording can make it hard to pay attention. Keep your points concise!

Interaction

Audience participation is helpful. Add a Questions and Answers part for your presentation. Perhaps you can add videos from our website. Don't forget to have fun.



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Extra Resources

Books

Kathmandu (2016) by Thomas Bell

The Guatemala Reader: History, Culture, Politics (2011)

Editors: Greg Grandin, Elizabeth Oglesby

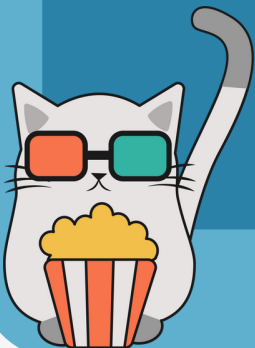
One Day of Life (1991) by Manilo Argueta



Movies

500 Years (2017)

Salvador (1986)





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Program Keywords Guide

Agriculture:

We give credit to small-holder grain farmers, and assistance with collective purchasing organic & chemical inputs.

Micro-loans:

Training, small loans & on-going technical assistance to families starting small businesses such as chicken-raising, used-clothing or food sales & services.

Pay-it-forward animal-

raising: Basic training, technical support & animals(pigs). Credit for pig sties, and support with marketing.



Income generation

Vocational training in leather work for youth, weaving, and hand-dyed indigo handycrafts; teaching garden, library and afterschool programming for children and youth. Art classes for youth.

Micro-credit

Providing group and individual credits to women at low interest rates to help them establish or expand subsistence (corn & beans) and cash crop (strawberries, carrots, cabbage, etc.) agriculture. Support to other income generating activities such as weaving, selling tortillas-making, retailing. Group credits from MeA are divided into individual loans, but managed collectively. MeA also provides literacy training, as well as in basic credit management and accounting.



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Program Keywords Guide

Agricultural reactivation

Support to families made food insecure through recent floods in the form of agricultural inputs, as well as training in improved farming methods and access to subsidized farmland.

Protecting livelihoods

Training, technical support, materials and seedlings to help women's groups plant trees around their homes and fields, in order to protect them from increasingly severe erosion and storms.



Community organizing

Capacity building and support to 20 women's groups in 12 municipalities with the goal of increasing their ability to promote local development, to access resources from government and other agencies to meet their basic and community needs.



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I'm ready, let's get started!

You got this, send us an email to let us know you want to be an ambassador
kdouglas@worldaccord.org

Review Resources

Get informed at
worldaccord.org

Start Planning your goals

Use our worksheets found on our website to figure out where you want to start



**THANK
you!**