

Global Ambassador



Street Business School – Global Ambassador Event Overview

Thank you for your interest in hosting a Global Ambassador event with Street Business School (SBS)! **We are so excited about these gatherings and the potential to spread the SBS story, meet new friends, and support women.** This document provides key information about hosting a Global Ambassador event. For any questions, now or in the future, please feel reach out to Nicole Powers – nicole@streetbusinessschool.org or 608.279.5657.

Overview: Global Ambassador events are intimate gatherings in a home or other space conversation and connection. You may host in your own home, in the that is conducive to conversation and connection. You may host in your own home, in the home of a friend, or in a space such as a coffee shop or restaurant (if you have connections that would allow a private and quiet area). At the event, you will share the story of how you got involved with SBS, walk through a brief presentation about our impact, and offer an opportunity to give.



Event goal: The goal of a Global Ambassador event is to raise awareness of SBS as well as to raise funds for our work. Your network may or may not know of your involvement with SBS and your passion for our mission. By the end of this gathering, they will! We strongly believe that once people learn about our work and our impact, it would be a missed opportunity not to give them the chance to contribute. We will help you set a specific goal for your event. We will also provide you with the language and materials to incorporate this into the presentation successfully and naturally.

You are an ideal host if you are:

- Passionate about SBS, our work, and our impact
- Able to open up your home, another's home, venue or location offering a nice setting for a gathering of guests
- Willing to invite your own network to the event
- Ready to make all of the event attendees feel comfortable
- Prepared to help plan your event and write thank-you notes afterwards

Support from SBS: We are here to help and support you, from beginning to end, in hosting a successful Global Ambassador Event. SBS will provide you with a Global Ambassador Event Toolkit to walk you through suggested timelines and "to do's," materials distribution at the event, ideas on theme, scheduling and event size, and answer questions via phone or email check-ins prior to your event. After the event, we will debrief so that you can provide feedback on your event and experience and share ideas on how SBS can best support Global Ambassadors in future events.



Materials provided by SBS:

- Language for invitations (to be mailed or emailed)
- Return envelopes and gift requests for inclusion in mailed invitations (for people who cannot attend the event and would still like to give)
- Social media templates: Event creation, posts leading up to the event, ideal timing
- Suggested event itinerary
- Physical materials for the event:
 - Gifts for attendees
 - Postcards where attendees can write a note of encouragement that will be hand-delivered to a woman in the SBS program
 - SBS brochures
 - Gift forms
- Digital materials for the event:
 - Presentation with talking points
 - Videos about the work of SBS



FAQs:

I don't feel comfortable asking my friends and family to give money. Can I still host an event?

Our goal for Global Ambassador events is fundraising as well as friend-raising. We strongly believe that once people learn about the impact SBS is making, it would be a missed opportunity not to give them the chance to contribute. We understand it can be intimidating to ask your friends and family to give towards a cause you believe in. This is usually the hardest part for people. If you are nervous about this, you are not alone, and we are happy to support you so that you feel comfortable. SBS will provide you with the language and materials to incorporate this into your presentation successfully and naturally.

My friends are not rich and I do not know if I will be able to hit a gift goal. Should I still host an event?

Yes, you should still host an event! We will work with you to set a goal that is reasonable and feels comfortable for you. It is exciting for people to attend an event with a specific goal because they know their gift will make an impact. In addition, sometimes we do not have accurate ideas about what our friends and family will give. Let your guests decide if they would like to contribute and how much – if you make the decision for them, you all might miss out a great event!



Can I partner or co-host with another person or company in hosting an event?

Absolutely – we love this idea! Please reach out to Nicole (Nicole@streetbusinessschool.org / 608.279.5657) so she can work with you.

Is there an ideal number or suggested minimum or maximum number of guests to attend an event?

In general, we suggest an event size of between 8-15 people. If the space would be better with more or fewer people, please adjust as you see fit.

Are there types of events, days of the week, or event times that you suggest?

The most successful events are ones where people can enjoy food and drink while easily being able to see and hear your presentation. The time and day are important in terms of making sure your community can attend. For many people this means a weekday evening or a weekend, but that does not have to be the case! We suggest about two hours for the event. If you would like to tie in your event with a day of awareness, October 17 is End Poverty Day/International Day for the Eradication of Poverty.

Can someone from SBS attend my event?

Depending on where you live and when you schedule your event, there is a chance someone associated with SBS may be able to join. This could be a staff, volunteer, board member, or advisory committee member. Please reach out to Nicole (Nicole@streetbusinessschool.org / 608.279.5657) if you are interested in this.

I am a BeadforLife Community Partner. Can I combine a Global Ambassador event with a bead party?

Sure! Please reach out to Nicole (Nicole@streetbusinessschool.org / 608.279.5657) so she can work with you directly about your event format.

Thank you!

You are amazing - not only for being a part of the SBS community but for your consideration in hosting a Global Ambassador event. Please reach out to Nicole at Nicole@streetbusinessschool.org or 608.279.5657 if you have any questions or are interested in hosting an event.

Together, we will continue lifting up women entrepreneurs to change the world!