

Ambassador TOOLKIT



**Big Brothers
Big Sisters®**

OF CENTRAL MONTANA



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What's included with this Toolkit:

This toolkit includes a step by step guide for recruiting mentors and reference materials you can use to map out your personal recruitment strategy, including templates to create elevator speeches, emails, handwritten notes, and social media content, as well as links to online resources. We can also provide resources such as:

- Brochures
- Recruitment business cards
- Note cards
- Staff or resources to present to your social, work or civic groups



Changing the trajectory of
a life is shockingly simple.

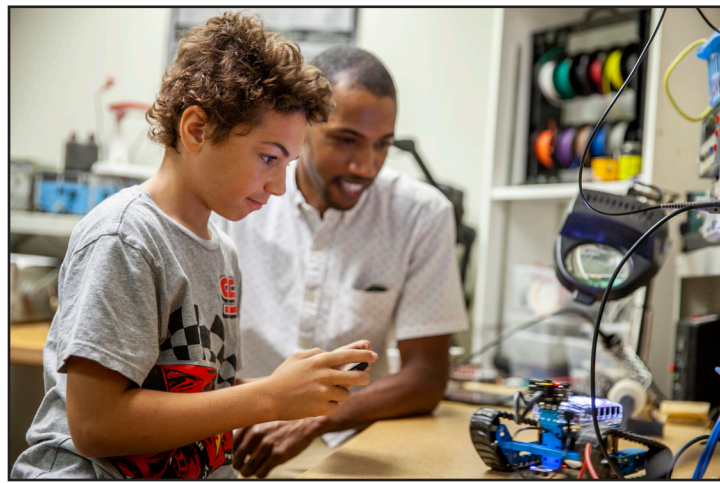
Stand with us today.



THE TOOLKIT

According to Harvard University's Center on the Developing Child, the single most common factor for children who develop resilience is at least one stable and committed relationship with a supportive parent, caregiver, or other adult.

That, at its core, is what we do at Big Brothers Big Sisters. Thank you for being a part of our organization, and helping change children's lives.



Our Littles - a Breakdown



Matches spend an average of 6-8 hours together each month



100% FREE to the families we serve



Our Bigs and Littles come from a variety of backgrounds

After being matched for at least one year, our Littles report:

85%

Improved classroom behavior

95%

Increased self-confidence

93%

Demonstrated more trust

82%

Improved academic performance

86%

Improved relationships with their peers

89%

Improved relationships with their family

VOLUNTEER. DONATE. ADVOCATE.

BECOMING A BIG AMBASSADOR



Can Big/Littles serve as Ambassadors together?

Yes! This is a great opportunity for a young person to experience the benefits of volunteering and helping the program while having the support and encouragement from their Big.

The most effective way to recruit Bigs is for someone to learn about mentoring from a trusted source. A Big Ambassador is someone connected to BBBS who talks to their network of friends, relatives and colleagues about the value of mentoring and helps to recruit new Bigs.

Who can be a Big Ambassador?

Bigs, Littles, Parent/Guardians, BBBS staff, volunteers, board members and program alum.

What is the process for becoming a Big Ambassador?

You are already there! By advocating for BBBS, using these recruitment materials and sharing our info, you are a Big Ambassador!

What are the expectations?

As an Ambassador, we are asking you to share your mentoring experiences (or other ways you have supported/worked with BBBS) with friends, colleagues, and relatives with the purpose of recruiting new Bigs.

We'll help you to develop a plan, target goals and your own unique strategy!

For all the potential Bigs out there, I would say this: Do not overestimate the time commitment needed to be a great Big; at the same time, do not underestimate the positive impact that being a Big can have on you and your Little.

- Josh, former Great Falls Big

WHERE TO START

01 CHOOSE YOUR STRATEGY

Are you a people person? Do you feel more comfortable behind the scenes? Are you a natural at public speaking? Is social media more your style? There are so many ways to reach out and share your experience.

Choose the option that is best for you.



Start by asking yourself who in your life would make a great Big and what is the best way to reach out to them?

02 SET YOUR GOALS

Choose from any of the options below, and set a timeline of when you want to accomplish each task.

- Attend a Big Ambassador info session online
- Talk to people you know who you think would be successful Bigs and provide them with information on how they can get involved
- Follow us on Facebook, Instagram and/or LinkedIn and share our posts with your social network
- Post and share program info on your social media accounts
- Participate in a short interview with staff to share your personal story
- Send a recruitment mailing or email to your contact list
- Have coffee with a friend and chat about the program
- Present information to a group (work, church, college, civic organizations, etc.)
- Invite a BBBS staff member to present to a group that you are associated with
- If you're a Big, invite a friend on your next outing with your Little to show them the benefits of mentoring in real time

"A mentor is someone who allows you to see the hope inside yourself."
– Oprah Winfrey

RECRUITMENT STRATEGIES

THE ELEVATOR PITCH

An elevator pitch is a brief way of introducing yourself, getting across a key point or two, and making a connection with someone. It's a great way to begin a conversation and quickly learn whether the person you are speaking with might be interested in learning more about the program. Here's an example:

"Have I ever told you about how much fun I'm having volunteering with BBBS? My Little and I get together every week and have so much fun. I know there are so many kids just like my Little who could really use the support of a mentor and I think you'd make a great Big! Would you be interested in learning more about the program? Here's some information on who to reach out to about volunteering. Thanks for considering!"



SOCIAL MEDIA

Sharing information online is an easy way to get your message out to lots of people at once. Check out the sample email and social media posts in this toolkit for inspiration. If you do use technology to reach out, remember to follow up individually, as one-to-one communication is the best way to recruit Bigs!

IN PERSON CONNECTIONS

Invite someone out for coffee or attend a meeting to personally engage with the people you know. Conversations can be as formal or informal as you like. Refer to the "elevator pitch" examples to help get you started. If you are part of a sports team, crafting circle, civic organization or church, invite a staff member to speak about mentoring at your next get together, meeting, or event.



RECRUITMENT STRATEGIES

MAIL

Do you know someone who would make a great Big that isn't on social media? We can provide you with brochures and/or flyers that you can send via regular mail (or hand out in person). Just remember to include a special note that shares why you support mentoring and why you think your friend/family member/colleague would make a great Big!



EMAIL

A personal email could go a long way toward giving someone the encouragement they need to consider mentoring. Explain why you support mentoring and why you think your friend/family member/colleague would make a great Big. You can also easily include a link to the website and/or orientation registration page and attach a program brochure.

SETTING YOURSELF UP FOR SUCCESS

Set a goal of how many people you are going to reach out to and make a list of names and contact info.

Give yourself a timeline to keep on track. Remember to follow up. It may take more than one reach out to receive a response.

If they say no...

That's ok! There are plenty of other ways to get involved. Can they set up a speaking engagement at their work? Could they make a donation or ask their business to sponsor an activity or event? Do they know someone else they can refer who would be a great Big?



SAMPLE MESSAGING

FOR BIGS / LITTLES (AND FORMER BIGS/LITTLES)

In Person

"Hey [Name]! It's been a while! You know - I was just thinking about you the other day! Have I ever told you that I'm a volunteer Big at BBBS? My Little and I get together a couple times a month and have so much fun. There are a lot of the kids on the waiting list right now who could really use the support of a mentor and I was thinking you'd make a great Big! Would you be interested in learning more about the program? I'm happy to answer questions or put you in touch with a BBBS staff member, Thanks for considering!"

"Hi [Name], nice to see you!! Do you have a minute? I have something I want to run by you... I used to be a [Big/Little] in the BBBS program and it really made an impact on my life. I remember the experience fondly. I was thinking that you might have an interest in getting involved. Would you be interested in learning more about the program? I'm happy to share my experience and also put you in touch with a BBBS staff member if you'd like to learn more. Thanks for considering!"

Mail / Email

Dear [Name], I hope you are happy and well! I wanted to reach out because I've been a volunteer Big at Big Brothers Big Sisters since [date] and it has been a very fun and rewarding experience for me. There are a lot of kids on the waiting list right now and I'm wondering if you might consider becoming a Big as well? All it takes is a couple hours a month and you can participate in activities with your Little that you already spend time on! I'm happy to answer any questions you have and I hope you end up becoming a Big because you have a lot to offer a young person. I think it would be a really great experience for you.

Dear [Name], I hope you are happy and well! I wanted to reach out because I was thinking about the time I spent as a [Big/Little] with Big Brothers Big Sisters and it was a very fun and rewarding experience for me. I found out there are a lot of kids currently on the waiting list right now and I'm wondering if you might consider becoming a Big? All it takes is a couple of hours a month and you can participate in activities that you already like spending time on! I'm happy to share some of my experience with you, and I hope you consider it because you have a lot to offer a young person. I think it would be a really great experience for you as well.

Social Media

Had a great time today hiking with my [Big/Little] today! Just another example of the fun things we do together. Do you have a couple hours a month to spend with a young person? You could join in the fun of being a Big too! Send me a message or visit www.bigcentral.org to learn more. #IgnitePotential #BiggerTogether. [add photo with parent permission]

BBBS of Central Montana is looking for mentors for over 25 kids currently on their waiting list. I was a [Big/Little] years ago and it was a great experience! Check out www.bigcentral.org to learn more. #IgnitePotential #BiggerTogether.

Use these scripts as a guide and add your own personal touch.

SAMPLE MESSAGING

FOR PARENTS/GUARDIANS

In Person

"Hey [Name]! Nice to see you! I've been meaning to ask you... Have you heard about Big Brothers Big Sisters? My [child] has been in the program for the past [# months/years] and is really having a great time with their Big. There are a lot of other kids on the waiting list right now, so I thought I would try and help them out by sharing info about the program. I'm wondering if you might be interested in volunteering as a mentor? You've got a lot to offer a young person and I think you'd make a great Big! Would you be interested in learning more? Here's some information and who to reach out to at BBBS. Thanks for considering!" [leave them with a brochure, business card, etc.]

Mail / Email

Dear [Name], I hope you are happy and well! I wanted to reach out because I found out that there are a lot of kids on the BBBS waiting list who still don't have a Big. My [child] is/was in the program and they had such a great time with their Big - I'm hoping more children in our community can have the positive experience they have/had as well. You're great with kids so I thought you might be interested in becoming a Big? Just 6-8 hours a month makes a huge difference and you can share the hobbies and interests that you already like spending time on! I'm happy to talk more about our experience with you, and I hope you consider it because you have a lot to offer a young person. And what a good feeling to know what a difference you are making in someone's life!

Social Media

Support kids in your community by becoming a mentor at BBBS of Central Montana! Check out www.bigcentral.org to learn more. #IgnitePotential #BiggerTogether

We love BBBS of Central Montana! Support youth in our community through mentorship! Visit www.bigcentral.org to find out how you can help. #IgnitePotential #BiggerTogether

Show kids you care! Become a mentor at Big Brothers Big Sisters of Central Montana! Visit www.bigcentral.org to find out how you can help. #IgnitePotential #BiggerTogether

***"You don't have to solve any problems. You just have to show up."
- Marci, Helena Big of the Year 2021***

Use these scripts as a guide and add your own personal touch.

SAMPLE MESSAGING

FOR THE BOARD, DONORS, VOLUNTEERS & COMMUNITY PARTNERS

In Person

Hi! So good to see you! I've been meaning to ask you something. Have I mentioned Big Brothers Big Sisters to you? I've been [volunteering/supporting/partnered with] the organization for X years now and it's been a really great experience. We're looking for new mentors and supporters and your name rose to the top for me. I'm wondering if you might be interested in learning more about the program? It feels great to know that my help is making a real difference for kids right here in our community. You might really enjoy being a Big and sharing your hobbies, interests and life experience with a young person, or even becoming a monthly donor or serving on the board. Would you be interested in learning more about the program? I'd be happy to share my experience with you and can help to connect you to the team. Thanks for considering!"

Mail / Email

Dear , I hope all is well! I wanted to share that I've been a supporter of Big Brothers Big Sisters of Central Montana since [date] and they are looking for new mentors. I think you are the perfect person to mentor a young person. All it takes is 6-8 hours a month and you can share activities with your Little that you already spend time on! I'm happy to answer any questions you have and I hope you consider becoming a mentor because you really have a lot to offer a young person. This could be a really fun and rewarding experience for you, too.

Social Media

End the wait for a young person in your community. Become a Big at www.bigcentral.org
#IgnitePotential #BiggerTogether

Do you want to support a young person in your community? Learn more at www.bigcentral.org
#IgnitePotential #BiggerTogether

Seeking volunteer mentors throughout central Montana to serve as Bigs for children and youth ages 6-18. Reach out today at www.bigcentral.org #IgnitePotential #BiggerTogether

Multiple studies show that kids do their best when they have at least three loving and supportive adult influences in their lives.

Use these scripts as a guide and add your own personal touch.

PROGRAM INFO / ONLINE RESOURCES

Volunteer Orientation Registration: <https://www.bigcentral.org/beabig>

FAQs: <https://www.bigcentral.org/beabig/frequently-asked-questions>

Big Benefits Program: <https://www.bigcentral.org/bigbenefits>

Youth Application: <https://www.bigcentral.org/enroll>

Programs Offered: <https://www.bigcentral.org/our-programs>

Program Impact: <https://www.bigcentral.org/about>

Investing in BBBSCM's Mission: <https://www.bigcentral.org/invest>

BBBSCM's YouTube Channel with Recruitment Video Ads (30 sec):

<https://www.youtube.com/channel/UCA-LWvILSOAeKDnm5qae1cA>

Scan to be taken to
links for all resources!



The above information can also be found on our website at www.bigcentral.org/toolkit



BIG BROTHERS BIG SISTERS OF CENTRAL MONTANA

Serving central Montana since 1967.

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and Helena Match Support**

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