



AMBASSADOR 101

WHAT'S AN AMBASSADOR?

As an OFH Ambassador (formerly called a Pacesetter), we're counting on your enthusiastic promotion of our 2023 Family Ride Run Walk in your congregation and community!

1. **SERVE:** Act as the liaison between Outreach for Hope and your congregation. Promote and encourage participation in the event. All ages and experience levels are welcome!
2. **RECRUIT:** We need participants to register, businesses to sponsor the event, and donors to make donations.
3. **COMMUNICATE:** Using promotional materials that we will share with you before online registration opens, help get the word out about the event to your congregation through your church newsletter and bulletin, social media, and worship.

IMPORTANT DATES & TASKS

This year's event is on Saturday, September 30 at four event sites. Here's a timetable of specific things you can do to help our event succeed:

- Check your email for important messages.** We currently plan to email Ambassadors and congregations in early July with promotional materials, and registration and fundraising resources; and in late August to early September with temple talk and worship materials for OFH Sunday on September 24.

BEFORE REGISTRATION OPENS:

- Promote the Family Ride Run Walk in your Congregation!** Ask your church office to add the event to your church calendar, and advertise the event in the newsletter, social media and worship using promo materials that we'll send you before online registration opens. Ask to make announcements at church meetings including social ministry, leadership board/council and committee meetings.

Visit outreachforhope.org/ambassadors for more resources!

- Do you have members who can't or prefer not to participate in a bike ride, run or walk?** Invite them to register as a volunteer or 'fellowship only' participant.
- Help us find potential business sponsors.** Send business names and contact information to Executive Director Chris Manke.

BEGINNING JULY 18 (ONLINE REGISTRATION OPENS):

- Register yourself online at OFHRRW.org, and set up/customize your congregation's online fundraising team.** Please contact us at info@outreachforhope.org with any questions.
- Encourage church members to register at OFHRRW.org.** If needed, ask us for your congregation's list of past participants, donors and volunteers.
- Fundraise as a congregation.** Consider setting a fundraising goal/challenge for your congregation. Remind participants to join your congregation's online fundraising team, and to share their online fundraiser with friends, family, and co-workers. Ask your church if you can make periodic announcements to share your progress, and encourage participants to share their progress on social media using the hashtag #OFHRRW2023.
- Celebrate Outreach for Hope Sunday in worship on September 24.** We will email you a temple talk script and slides that you may use during worship to encourage your congregation to attend the Family Ride Run Walk the following Saturday.
- Does your church partner with other churches in the synod?** Consider connecting with them to celebrate your partnership at one of the event locations!

AMBASSADOR CONTACTS:

Penny Schwid, Event Coordinator | penny@outreachforhope.org, 414-534-7983

Rev. Chris Manke, Executive Director | chris@outreachforhope.org, 414-248-6423

Visit outreachforhope.org/ambassadors for more resources!