

SOFII Volunteer Country Ambassadors

What is SOFII: SOFII is The Showcase of Fundraising Innovation and Inspiration. We seek to provide those who raise funds for charities or for charitable purposes, wherever they are, with a comprehensive, easily accessible archive of the best creative fundraising from around the world.

Our projects: The SOFII website offers fundraising exhibits, editorials, book reviews, top tips for fundraisers and more. Currently, we are trying to build our country profiles section which not only gives people examples of successful fundraising in different countries, but also explains the state of the fundraising field in that particular place, provides points of contact and various types of additional basic information.

For us to be able to keep up the number of exhibits from around the world and to build on our country profiles section, we need your help.

As a SOFII Volunteer Country Ambassador you will help us to:

- keep an eye out for innovative and inspirational fundraising work/ material in your country.
- commission work from top fundraisers who could contribute to the SOFII exhibits/ editorial section.
- Help build a country profile (how fundraising works in your country)
- Research and identify possible promotional opportunities for SOFII (conferences, seminars, networking events, etc)
- SOFII intends to complement the resources already available out there and not to compete with them. So, please help us to find out what's already out there.
- But most importantly, as a SOFII ambassador your main task will be to help us spread the word (by email, in person, at conferences and seminars, everywhere you can possibly think of).

What will you gain from this experience? (I hear you ask). You will:

- Be associated with an innovative and growing project that is unique in its approach.
- Get the gratitude of all your colleagues for introducing them to SOFII
- Meet and liaise with a lot of very inspirational people
- Access many interesting networking opportunities and gain great contacts
- Have a lot of fun networking
- And get references from this volunteer experience

SOFII will provide you with content/ material to help you spread the word (however, we do encourage you to adapt this material in order to ensure it has greater impact in your country. Feel free to write your own version of presentations and introductory emails and then share these with us).

We ask for a commitment of at least six months. **But also please bear in mind that this agreement may be terminated by the SOFII Foundation should you not be fulfilling this role appropriately.**

All volunteers will undergo a probationary period of 3 months in which their performance will be assessed depending on whether they've met their targets.

If you decide to join the SOFII country ambassadors' team, here is how to get started:

1. Fill in our contact details form. Use this to tell us about you and what your expectations from the role are.
2. Send in a reference letter from someone in a position of authority within the field, someone who knows you well and can vouch for you. They must have known you for at least 2 years. Their letter should refer to how well they feel you can do this volunteer role (please feel free to share with them this document).
3. Once we have checked this information we will agree on a probationary period for you of around 3 months.
4. Once, you start volunteering we'd like you to help us by telling us about key fundraising conferences, seminars, networking/ promotional events, etc in your country (and telling us which ones you intend to attend).
We will put all this in our 'global calendar', which enables us to see what's happening around the world and keep track of our membership numbers following an event.
5. Your second task as an ambassador will be to help us start building a country profile for your country. We are interested in finding out about the state of fundraising within your country/ region. What are the most recent trends in giving as well as in fundraising techniques. Carolina (at the London Office) will be able to elaborate on this and guide you through the process.
6. Then each month we would like you to identify at least a couple of exhibits/ fundraising case studies from your country that we can put up on SOFII. Forward this to Carolina who will work on them and put them up on the site.
7. Before you go on to actively promote SOFII, we would like you to tell us the forums and the platforms you think SOFII could be promoted in (conferences, networking events, email, publications). We need you to be specific, so please give us the names and details of these promotional opportunities. Once you've discussed this with us we will be able to help you promote SOFII in the most adequate way (supplying you with the correct information about us and with the most adequate material).
8. Get on track with the 'Meet SOFII' promotional email campaign (started by our Canada Country Ambassador). Here is how it works, send an email to all your contacts introducing them to SOFII, encouraging them to use it, spread the word and contribute to it. This is how Kimberley did it in Canada:

Hello fellow fundraisers,

Do you sometimes struggle looking for a new idea? Perhaps you have had something really successful happen in your office and you want to brag about it a bit - with the entire world! A good idea that broke the rules, was really risky and WORKED!

I have recently discovered a really cool website. <http://www.sofii.org/> Last week I needed inspiration for a direct mail piece that was NOT writing itself.... so I went to this website and saw some really great inspiring examples. My letter is now done.

So go... check it out and register. Spend 15 minutes a day learning about someone else's work. There are a lot of good ideas out there. Sofii is trying to pull them all together for us.

Join me in supporting this great new initiative. I've sent this to 30 of you. If each of you sends it to 30 people and so on...imagine how many new ideas could get up on this website.

Make your day FANTASTIC!

Kimberley

9. Each month, we'll ask you to complete a progress report where you'll be able to tell us what you've done during that month, any challenges you may have come across and or any other comments/ queries you may have.
10. Finally, feel free to liaise with me, Carolina Herrera at any time. I'm the project manager and web editor based in London. I'm here to provide support and help you to get any material to aid you in your promotional role. Please keep me up to date with any amazing finds you may have had, any key contacts you have made, any work you have commissioned and anything else you'd like to tell me. Then when you feel ready either you or someone you know will help us put together a profile for your country.

Please bear in mind that we want all our country ambassadors to enjoy this experience. So make sure you don't over do it. Do what you can when you can. We also want you to have a sense of ownership in the work that you do, so we welcome your ideas and suggestions on how to go about this very interesting task.

Carolina Herrera
30th May 2008