



GROW GHANA

Ambassador Kit

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- **THANKYOU**



Contact us

Phone: +233 54 897 5878

Email: partner@growghana.org

Welcome

We want to begin by saying **THANKYOU**

It is wonderful that you are interested in supporting the Grow Ghana EDU initiative by becoming our Ambassador.

This ambassador kit will give you all the information you need to make your fundraising efforts a success.

Now you are part of the team!
You can be rest assured that every penny you raise will be put into providing the needed hands-on training in digital and soft skills that really matter.



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Role of the ambassador

Ambassadors are key to the success of every campaign. You are the frontline volunteers who approach your peers to raise awareness about Grow Ghana's vital role in Ghana.

You will provide your colleagues, friends, and family with an opportunity to make an informed choice about charitable giving by doing these three simple things:

- 1) Informing them about your campaign**
- 2) Asking them to support your campaign**
- 3) Thanking them for their time and participation**



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Reward System

Deciding to fundraise with us makes you a part of the work ongoing at Grow Ghana. On reaching a 100 Euros, you start to climb up the leader board as shown below.



On each step, you get the reward from the step before PLUS extra!



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Positioning Grow Ghana

30 SECOND ELEVATOR PITCH



([Please, find more ideas here](#))

"Only a quarter of high school students in Ghana have used a computer before the age of 12. ICT lessons are provided in schools, but there is no opportunity to practice your skills. That's where Grow Ghana comes in. We prepare the students in our community for the digital future of tomorrow.

And now we want to do more. We plan to use the newly built IT lab for coding workshops and engage in mobile training by taking our Raspberry Pi project to schools and giving students the opportunity to experience coding. You can support us. Be part of the real gamechanger."



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Ready to get started?

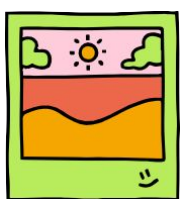


Come up with your fundraising idea. If you need some inspiration, check out page 6 & 7 in this booklet.



Submit your idea and get assistance from our Fundraising team. online form.

We will look it over and help you set up your online fundraising page.



Develop together with our fundraising team campaign materials.

This includes flyers, t- shirts, banners, etc. Our logos and templates will be shared with you too.



Share the news of your event.
With family and friends!

Fundraising Ideas A-Z

Abseiling
Auction

Book sale
Birthday
party

Cycle ride
Car wash
Cocktail
Night

Dog wash
Dinner
party

Egg and
spoon race

Fashion
show

Game show

Hackathon

Ice cream
party

Jazz night
Jewelry
making

Karaoke
Keep fit
sessions

Line dance
Loose
change
collection

Marathon
Music
event

Nature
walk

Office
Olympics

Paragliding
Poker
Paintballing

Fundraising Ideas A-Z

Quiz
competition

Raffle

Sky diving
Swimming
race

Treasure
Hunt
Tug of war

Unusual
clothes
party

Volleyball
Variety
show

Walk
Wine tasting

X-pletives
Xbox
tournament

Yogathon
Yolo
challenge

Zero waste
Zodiac
evening



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Creating an Event

DIGITAL EVENT:

STEP ONE: When!

Contact us for current Fundraising campaigns we are currently running and which you can support us with!

STEP TWO: Who to target!

Friends, Family, Colleagues, Local community, Digital community, who else?

STEP THREE: Communicate it!

Pick one or two platforms to fully direct your efforts. Don't forget to **Remind** people about your campaign!

- Email template
- Social media post template
- Ideas of hashtags



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Creating an Event

STEP FOUR: Follow-Up!

Don't forget to **Follow-Up** on the results achieved.

If you're working on a campaign already in progress we will contact you once we have the final results so that you can share them.

- Thank you message template

STEP FIVE: Spread the word!

Let your audience know how they can be ambassadors as well or simply help you expand your campaign!



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Creating an Event

PHYSICAL EVENT:

STEP ONE: Choose your event!

Here you can find examples of events we've run in the past. As always, if you have new ideas, contact us as well, they're always welcome!

- Fundraising dinner

Pitch / Standing desk at an event (e.g. NGOs conference, university forum, corporate conference, etc. These events may or may not include a pitch.)

Creating an Event

STEP TWO: Plan your event!

- Project planner template

STEP THREE: Follow-up on your event!

- Thank you message template

Don't forget to Follow-Up on the results achieved.

If you're working on a campaign already in progress, we will contact you once we have the final results so that you can share them.



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During the fundraising

Ask

- Reach out to us if you have any questions or concerns.

Share

- Share a link to your fundraising page with family and friends.
- pictures of the event on Instagram. You can tweet about it too! (Be sure to follow our code of conduct)



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After the fundraising

Send

- Submit your donations. No matter what amount is raised, know that it will be very much appreciated.

Follow up

- Take time to thank each one of your donors. It can be via phone call, email, handwritten letter, card, or note.
- You can also encourage others to create their own fundraising event.

Additional Resources

Resources:



- Presentation templates
- Communication Skills Manual
- 30-sec pitch
- Frequently asked questions (FAQ)

Documents:



- Code of Conduct for shared content
- Past presentations
- Frequently asked questions (FAQ)

Grow Ghana on the web:



Videos

Website



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Additional Resources

Social Media:



 Instagram

 Twitter

 Facebook

 LinkedIn

Free Monthly Newsletter

Monthly listing Volunteer Opportunities



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THANKYOU

Thank you so much for deciding to be part of Grow Ghana's ambassadors. By fundraising on our behalf, you will helping us reach our goal of bringing digital and soft skills to the heart of schools in rural Ghana. Connecting them to the resources and support they need for a digital future and an Africa beyond aid.

We are thrilled to have you join our team of game-changers!

Warm regards,
The Grow Ghana Team.

*Giftly, Godfred, Jan, Luzius,
Benjamin & Jennifer.*



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