

Colette Louise Tisdahl Foundation Client Ambassador Program

Thank you for being a Client Ambassador for the Colette Louise Tisdahl Foundation!!! We appreciate all of your work for the foundation and helping us reach more families in need of assistance. Michelle and Mark are available for any questions you may have. Michelle's email is michelle@colettelouise.com and Mark's is mtisdahl@gmail.com.

As this is our first foray with this program, we have an idea of how it should look, but also realize that our idea may not be the best and so we will always listen to your feedback and alter the program as needed. We've done that with the foundation itself (i.e., we didn't envision transportation as a necessity and now it's one of our most requested and approved expenses). We also know that we cannot grow this foundation without help and that is what we are asking from you. We need your help. Thank you for all the time and energy you have already put into the foundation and for everything you will do for us going forward!!!

What is a Client Ambassador?

Very simply, Client Ambassadors are spokespersons for the foundation. What does this mean? You are sharing the work that we do with those in your network in order to raise our visibility and increase funding, which in turn will allow us to continue the work we are doing and to grow the program as well.

I don't know how to do any of those things...

We understand that we all have different backgrounds, skills, and passions so we want to help you use your own unique talents to help us with our goal of increasing visibility and funding. We also are always available to talk through whatever questions, issues, and doubts may come up. Further down, we are providing a list of possible activities that you can do based on our own thoughts and needs and including ideas and feedback we have gotten from YOU! We also want to add and modify this as we go so if you have an idea, just reach out. Most of the time we will be on board and ready to support you.

So what do I have to do and when?

At a minimum, in order to be an active ambassador, we ask that you do one task yearly. You can absolutely do more than that (and we love it if you do).

We also know that the seasons of our lives change on so many factors so if you ever are in a point where even a once-a-year task seems like too much, just reach out to let us know and we'll move you to inactive status and welcome you back with open arms whenever you want.

We also ask for you to keep track and inform us as to what tasks you have done in order for us to track the successes and to make sure we are not repeating tasks that are not repeatable. We will send out a Google form monthly for you to fill out and return to us. It is designed to not take more than five minutes and we will ask for you to complete and return it to us as soon as possible and within two weeks of receipt. The form will track both what we have suggested

Client Ambassadors do as well as have a space for anything you do that we have not thought of or suggested.

What tasks are you recommending?

Below are several suggested tasks that we will track, but we know that you are the experts in your talents, your world, as well as what works best within your community and network. We do not expect every task to be done by every Ambassador, but we hope that you will be able to engage in one or more of these tasks so that we can work together towards our goal of raising visibility and by extension, funding.

Please remember that this list is not all-inclusive so feel free to reach out with any additional ideas and suggestions.

- Engage on social media by liking, commenting, and sharing
- Reach out to contacts in your network to share your experience with receiving assistance and to let them know how they can help support our work
- Reach out to local newspapers, TV stations, radio stations, and other media to introduce and share information about your experiences and the work the organization does
- Talk to businesses and individuals in your community to share more about what we do and to seek donations and sponsorships
- Develop relationships with community groups, government agencies, and businesses in your community to share our work and possible funding opportunities
- Talk with your family's medical providers about our work and share information about how they can get involved with our mission
- Identify opportunities to increase our visibility
- Host a fundraiser in honor of your birthday, your child's birthday, or other occasion to raise money for our organization
- Write a guest blog about your experiences with pregnancy, nicu, or loss, and/or your experiences with receiving assistance from us (we would prefer that you use your name and bio, but are also open to anonymous posts)
- Host an event in your home, workplace, or other place and ask attendees to bring a donation (one example that we did is hosting a Super Bowl party and asking guests not to bring food or drinks and instead to bring gas gift cards we distributed to clients)
- Serve as a contact in our database for any media or grants, etc. that require a family's input and experience
- Share and promote events and campaigns we host
- Share information about our work in parents' groups online or in-person
- Volunteer before and at an event we host
- Attend events at your local hospital or community organizations, such as a NICU picnic, to share information and perhaps have a table for our literature
- YOUR IDEAS

What information/messaging should we share and provide with others?

- YOUR story and experiences

- Our mission: To improve outcomes of pregnancy, childbirth, prematurity, and infancy, as well as aid in the grieving process through financial assistance, education, and advocacy
- Who our financial assistance program helps? Families dealing with high-risk and complicated pregnancies, nicu stays, and loss.
- Our additional goals of the work we do
 - Health equity
 - Removing barriers to care, ensuring that all families, regardless of socio-economic backgrounds, has the best possible care available
 - Keeping Colette's memory alive
- How people can help
- 100% of donations, sponsorships, and grants go to our financial assistance program and directly to families

Additionally, if you need flyers, brochures, or other materials, please reach out and we are happy to either send you digital versions or print materials.

So how do I get started?

First, reach out if you have questions or ideas. Michelle's email is michelle@colettelouise.com and Mark's email is mtisdahl@gmail.com.

Secondly, fill out and sign our confidentiality policy form. The reason for this is that you may hear others' experiences or confidential information about the agency and we do not want that to be shared, just as you would not want your stories shared without your consent. Please follow the policy and do not discuss any sensitive information with anyone outside of the foundation team, which currently is Michelle, Mark, and Audrey. **If you ever have questions about what you can share or the confidentiality policy in general, please reach out.**

Third, get to work! Start with a task that feels the least daunting, perhaps even natural and easy, and see how that feels. Then, let us know how it went and let us know if you have questions or want to talk through what you did.

What are the things I will need to do on a regular basis?

1. One task yearly as a minimum to remain an active ambassador
2. Read our special ambassador newsletter which will report successes, upcoming projects and campaigns, as well as reminders and useful tools
3. Submit the Google form as to the activities you are doing within 2 weeks of receipt
4. Ask questions, provide suggestions, and ideas
5. Have fun and learn!

As we stated above, we cannot grow this foundation without your help individually and collectively. We are asking you for your time and energy, but we also want you to know this is a team effort. With that, Michelle and Mark will be happy to assist you when we can. Your work as a Client Ambassador can be on a resume, we can be references for work, school, etc. We

also will keep you updated with what the foundation is doing as well as compile a cumulative list of everything accomplished by all Client Ambassadors throughout the year as well as the estimated value of your volunteer work.

Thank you!!!