



Charity Ambassador Role Description

- Role:** Volunteer Charity Ambassador
- Responsible to:** Fundraising Coordinator / Executive Director
- Time commitment:** To suit your availability
- Location:** Highland

Background

Befrienders Highland Limited are a small charity, founded in 1993, to support people with mental ill health who are lonely and isolated in our community. Services were later expanded to include people with memory loss and unpaid adult carers, who can also find themselves lonely and isolated, and need someone to talk to.

Our services are provided by a small team of staff, supported by a huge number of trained volunteer befrienders, located all over the Highlands. We carefully match each individual and volunteer based on common interests. Some friendships are conducted by telephone, others through email or letters, and many others are through meeting face to face for social contact, to do activities or sports together. We aim for people to have a meaningful connection with each other, lifting people out of loneliness through the power of friendship.

The aim of our charity ambassador activity is to promote awareness of our services and to help us to raise vital funds to support our work.

Volunteer Ambassadors help to raise awareness of our charity by attending events to talk about our work and encourage others to get involved in fundraising activity, giving donations, or maybe considering corporate sponsorship. This is a really important role as it helps us to reach new people, inspire new fundraising activity, and thank our supporters for the work they are doing.

The role can take many forms depending on your time, connections and confidence. Some Ambassadors may prefer to make meetings on a one-to-one basis whereas others may prefer to host a talk in front of 100 people. Some Ambassadors may have social contacts that may lead to 'Charity of the Year' status nominations, or may have business or professional contacts leading to company sponsorships or donations. Others may wish to offer time to appear at community or charity events as a celebrity spokesperson, or to nominate the charity as the beneficiary of TV quiz show appearances or to present awards to our long-service volunteers.

Role Description

- Attending invited events to give presentations/talk about the work of Befrienders Highland and the difference we are making, to inspire people to support us through fundraising, or to thank supporters for the fundraising they have completed.
- Representing the charity in a professional manner.
- Making conversation with members of the public as appropriate and answering questions about the charity.
- Promoting planned fundraising initiatives and activities.
- Liaising with the Executive Director and Fundraising Coordinators from Befrienders Highland.
- Support social media and website posting, through provision of photographs, stories, notice of upcoming events/talks.

Dress Code

- Professional attire

The benefits to you

- Experience working with a respected and much needed small charity
- A sense of satisfaction and pride for helping to make a valuable difference
- Raising awareness of loneliness and isolation in our community
- Representing a cause that is close to your heart
- Challenging stigma related to mental health, caring roles and people experiencing memory loss
- Recognition as an ambassador for social change
- Identification as an ambassador on the Befrienders Highland Website and other appropriate promotional or marketing materials for specific events

Skills, experience and qualities

- Personable, enthusiastic and approachable
- Social or business contacts, locally or in a wider arena
- Confident in public speaking
- Experience of attending fundraising events
- Genuine interest in promoting public awareness of mental health, caring or memory loss with empathy and understanding

What you can expect from Befrienders Highland

- A personal induction session to introduce you to the charity, recognise your skills and identify any ongoing support you may need from us to fulfil the role
- A designated point of contact for support and guidance, when needed
- Reimbursement of out-of-pocket expenses, for example, travelling to and from the fundraising venue
- Wee Blether Newsletter

Time commitment

This is a flexible role to suit your availability, and as such there is no minimum time commitment. Volunteer Ambassadors will be contacted as appropriate and offered the opportunity to attend events to which we are invited, or may choose to run events themselves to fundraise for the charity.

Recruitment Process

Please contact us to express your interest in the role. We'll arrange an informal meeting to discuss your application and the role, before obtaining references. Following this, we'll invite you to a short induction meeting.

Next step

Contact us today on 01463 712791 or email info@befriendershighland.org.uk

