

Being an ESF Ambassador

June 2017 – June 2019



Introduction

The purpose of this document is to outline different ways our Ambassadors may choose to help us. We have a diverse group of Ambassadors with a wide range of skills and backgrounds, who share a common interest in saving our endangered species. We understand that our Ambassadors are busy professionals with business and family commitments. How much time and effort you give to the role is entirely up to you.

Mission of the Ambassador Club

The Ambassadors Club mission is also its greatest challenge: Help ESF raise a \$30 million endowment fund in five years to enable sustainable funding of top priority projects which make a measureable difference to endangered species in New Zealand.

While fundraising is the ultimate goal - the role of each Ambassador will vary from networking and promoting the ESF mission, to providing professional services.

Objectives of the Ambassadors Club

1. *Grow Ambassador Club membership*
2. *Raise public awareness of ESF*
3. *Fundraise*

1. Growing Ambassador Club membership

Ambassadors can help ESF by identifying and approaching people they know would make great Ambassadors. The two key qualities ESF looks for in people are a keen interest in conservation and excellent communication skills.

Activity

Recommend a potential ambassador
Provide ESF with a contact person to approach

Find a potential ambassador
Approach a suitable person and provide us with their details if they are interested

Resource

[Ambassadors webpage with factsheet](#)

[Ambassadors webpage with factsheet](#)

Who to approach

Any person of any age could be asked to consider the role*, if they:

- ✓ have a passion for saving New Zealand's endangered species, or are concerned about habitat loss or degradation, or simply value NZ's unique flora and fauna;
- ✓ have great communication skills and great networks
- ✓ are a committed individual, or part of a group or club, school or tertiary institute;
- ✓ are willing to act on a voluntary basis.

Bright and talented young people may be recruited as Youth Ambassadors.

Groups and clubs can endorse ESF and carry out fundraising, either for the general endowment fund, or for a specific local project.

Schools can become involved in local projects, including raising money for projects that interest them.

*Potential Ambassadors will be contacted by a member of the board to ensure compatibility.

VISION

No extinctions on our watch.

MISSION

ESF's mission is the funding and facilitation of high-priority endangered species conservation work in New Zealand.

CHALLENGE

Our biggest challenge is to build an endowment fund of \$30 million by 2022. This will enable sustainable funding of top priority projects which make a measureable difference to endangered species in NZ.

REGIONAL COORDINATION

As the Ambassadors Club grows, we anticipate that a regional approach and regional coordination will work better than a national approach. We are already scouting for Ambassadors who are willing to be coordinators in their region.

We will also provide opportunities for all Ambassadors and sponsors to visit conservation programmes to see their operations and requirements first hand.

CONTACTS

If you have questions, comments or need help, please contact us:

Grant Leach (ESF Chair)

Mob 021 996 638

GrantLeachnz@gmail.com

Liz Sherwood (Support Officer)

Ph 03 467 9254

Mob 027 694 5064

info@endangeredspecies.org.nz

Neil Thorsen (Ambassadors Club Chair) Ph 06 844 9758

Mob 0274 441 260

thorsen.trusts@xtra.co.nz.

2. Raising awareness of ESF

Here are some potential ways of helping ESF with raising its public profile. We have a range of support material to assist you with these activities.

Activity

Update your email signature & LinkedIn profile to include your title as ESF Ambassador, and add ESF logo.

Like us, follow us, or even join the conversations on Twitter and Facebook.

Tell your friends, family and colleagues about ESF.

Endorse ESF when communicating with traditional media.

Resource

ESF logo with web www.endangeredspecies.org.nz, Facebook and Twitter addresses

Twitter: https://twitter.com/endangered_nz
Facebook: <https://www.facebook.com/ESFNZ/>
Blog: <http://nzrarest.blogspot.co.nz>

Refer people to ESF website www.endangeredspecies.org.nz

Refer audience to ESF website www.endangeredspecies.org.nz

3. Fundraise for ESF

ESF is seeking funding for its endowment fund and for priority species - those we've identified as being the closest to extinction. Donations to the endowment fund help us establish perpetual funding so that, year after year, we can distribute income from the capital to priority conservation projects. Our advisory board of 14 expert NZ scientists will judge which projects receive funding and will support the selected projects to succeed.

Donors may wish to choose a species to support or sponsor. We encourage selection from our 10 Most Endangered Species list (www.endangeredspecies.org.nz/projects/10-most-endangered). ESF can also provide a wide selection of priority projects for donors to choose from.

Activity

Tell ESF who we should approach for funding.

Talk to someone who could be interested in supporting ESF.

Provide pro bono support from time to time.

Organise a presentation to a group or at a meeting.

Endorse and support ESF through product sales.

Get involved in a project.

Share your fundraising ideas with us.

Resource

Provide ESF with a contact person to approach

Brochure (hardcopy)

One-pager

[website](#)

10 most endangered infosheets

50 priority project infosheets

Sponsor benefits (policy document)

Budget for hosting costs

ESF could use help with marketing, graphic design, social media. We could use the help of writers, photographers, web designers. Tell us how you can help ESF using your skills, experience, networks, influence.

Power Point presentation

Brochure (hardcopy)

One-pager

[website](#)

10 most endangered infosheets

50 priority project infosheets

Sponsor benefits (policy document)

Budget for hosting costs

Eg. www.baystudio.co.nz/greeting-cards

Lend your specialist skills, raise awareness and funds for a project.

Tell us how ESF can help you.