

Memorial 3 Gun Foundation
Ambassador & Advocate Program



01 MAY 2024



As part of our continuous effort to serve the mission of the Foundation and our Gold Star Families we have revamped our Ambassador program.





We understand that many people want to do what they can to support the mission of the Foundation but not everyone has the time to devote to the Foundation.

We want to make sure that anyone that wants to help spread the work about the Foundation and its mission can do that in a capacity that is most effective for them and for the Foundation.



This year we will be establishing 2 categories for those that want to support the Foundation

These will be ***Ambassadors*** and ***Advocates***
Each with different responsibilities and expectations



AMBASSADORS

- Ambassadors will be expected to be deeply engaged and provide additional support and responsibilities to the Foundation beyond just wearing the logo at matches
- They will be called onto serve in a PR capacity for events or needs in their geographic area
- Ambassadors will be very limited & selected annually based on their previous interactions, support and work in furthering the mission of the Foundation



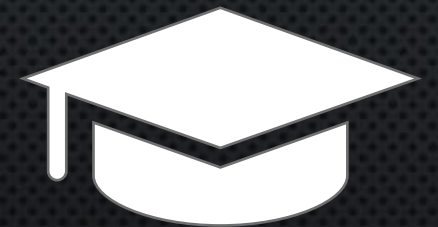
AMBASSADORS

Ambassadors will be expected to support Marketing & Social Media through

- Promoting posts by resharing, collaboration, etc.
- Join in on Foundation Live broadcasts
- Provide spotlight videos for social media

They will assist with Gold Star Families

- Attend Graduations
- Attend Sports Games of Gold Star Children
- Other Gold Star Family support as needed





AMBASSADORS

Other duties of the Ambassadors include:

- Attend (in your area), support & promote satellite matches that are donating to the Foundation
- If available volunteer to work and assist at the satellite match
- Engage with their personal sponsors about possibly supporting the Foundation



AMBASSADORS

Other duties of the Ambassadors include:

- Provide input/suggestions for expanding the Ambassador/Advocate program & Foundation
- Attend events where Memorial 3Gun Foundation is a vendor & assist at the booth
- Mandatory to talk to their local range/match director about hosting a satellite match
- The opportunity to provide firearms train to the Gold Star Families



AMBASSADORS

Ambassadors are expected to:

- Promote the overall mission of the Foundation and assist in soliciting donations and other support
- There will be a unique shooting jersey design specific for and only available to Ambassadors and are expected to wear the M3G Ambassador Shooting Jersey at least 1 day when at a Major Match
- Communicate their list of Major Matches attending to the Lead Ambassador
- Join & participate in the M3G Group Chat & coordinate PR/Media with other Ambassadors attending



AMBASSADORS

Ambassadors are expected to:

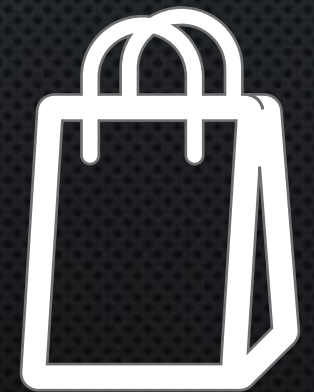
- Understand that they represent Memorial 3 Gun Foundation at all times and that they must adhere to the highest standard of behavior
- Maintain proper discipline at social events and post match activities when alcohol is in use
- When interacting on social media or in person they must exhibit proper decorum and avoid controversial or inappropriate statements
- Being an Ambassador is a privilege and violation of these standards and those outline in the Ambassador Agreement will not be tolerated



AMBASSADORS

Ambassadors Perks are:

- Swag pack at a discounted price
- Unique promo code for the Shopify Store
- Access to the exclusive M3G shooting jersey
- Priority registration for the M3G Annual Event (Full Registration Fee payment will be required)
- Early access to Shopify Store
- Access to purchase exclusive Ambassador merchandise
- Recognition at the M3G Annual Event





ADVOCATES

- This is for individuals that want to support the Foundation but do not want to take on the additional duties of being an Ambassador or those individuals who were not chosen as an Ambassador
- Essentially it is any other volunteer, supporter, donor, etc.



ADVOCATES

Their requirements will be relatively minimal

- Help share and drive social media
- Volunteer or support the Annual M3G event, satellite matches or other fundraising events such as the Bearded Bee event
- As an Advocate they will be authorized to wear the logo on their own Shooting Jersey but the jersey should not indicate that they are an Ambassador



ORGANIZED GROUPS

This is for groups, teams or other organizations such as Hillsdale Shooting Team, Girl & A Gun, etc. that are interested in supporting the Foundation

These Organizations will be expected to

- Assist with the Annual M3G Event
- Provide Gold Star Family Support, as needed
- Hold Satellite Matches or other fundraisers to support the Foundation



ORGANIZED GROUPS

Organized Groups Perks are:

- The lead person responsible for the organization that is the operating liaison to the Foundation will be considered an Ambassador level
- Authorization to wear the logo on their own Shooting Jersey



WHAT NEXT?

- Everyone will be required to submit an application for the Ambassador/Advocate program. Applications are available on the M3G Website.
- On the application you will be asked to indicate if you are applying for the Ambassador program or the Advocate Program
- The application will be reviewed, and you will be notified once/if approved.
- If you re applying for the Ambassador Program and you are not selected, your application will be reviewed for the Advocate Program automatically

**Thank You for your continued support of the
Foundation & our Gold Star Families**



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