

AmeriCares



Photo by Matthew McDermott

AmeriCares Student Ambassador Program (ASAP)
Toolkit

The ASAP Toolkit will give you tips on:

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The ASAP Toolkit is a useful resource for ambassadors to use as they spread the word about AmeriCares work — posting to social media, tabling, holding events and so much more!

To help ambassadors, many activities will be centered around the fall 2014 campaign topic — AmeriCares work improving **maternal and child health**. In this guide, ambassadors can find fliers, suggested social media posts and a link to a short video focused on the topic.

Find more information about AmeriCares **maternal and child health** work [here](#).



Photo by Darryl Priester Jr.

**For more information
about ASAP, please visit:
americares.org/asap
or email us:
asap@americares.org**

Social Media

Spreading the word about ASAP online is a great way to be active as an ambassador. You can use social media in several different ways:

Get Active Online

- Join the private ASAP Facebook group to stay in touch with other ambassadors;
- Submit post ideas and photos to the ASAP manager (asap@americares.org) for the official AmeriCares Twitter and Facebook page; and
- Share content on Facebook and Twitter and reshare content on all social media platforms.



AmeriCares on Social Media

Follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#)
Join the [ASAP Facebook group](#).



Think About Your Twitter Content

When you're tweeting about ASAP (one tweet a week is good) you can tweet recent maternal and child health news articles, photo updates about what you're doing on campus, or share a related tweet AmeriCares has shared! Don't worry about including links in all of your tweets. If a tweet is funny, informative and/or entertaining, it doesn't always need a link.

Document Your Efforts on Facebook

You should try to post on Facebook every one to two weeks about the work you are doing on campus including tabling, posting fliers and giving away posters.

A few tips:

- Be sure to include a photo with your posts since Facebook posts are all about photos!
- Posts with either less than 100 words or more than 350 words do best, so try to be brief or detailed, not in between.



Photo by Matthew McDermott

Proceed with Caution

Have fun and show your personality, but be sure to keep your tone appropriate. Make sure you check out the social media guidelines on **P. 8** for more information!

Use the Right Hashtags

For both Twitter and Facebook, you can use hashtags we've gathered on **P. 9 and 10**. Try to work them in naturally instead of sticking them in at the end of the post. Look for any trending hashtags related to maternal, child or global health that you can use in your posts and finally, make sure to use the campaign hashtag **#CollegeCares**

Posting Fliers

A quick and easy way to get your campus involved with AmeriCares is by spreading awareness through fliers, so grab a friend and start posting! You can choose from the four fliers on P. 12-15.

Get Permission



Some colleges and universities require approval to hang posters and fliers on campus. Do a quick search online to see if this is the case at your school. It's possible that the fliers must receive an official stamp of approval from the dean's office or student activities office. Your school may also have set areas where posting is allowed.

Target Your Audience

First, figure out where your best audience is (where are people likely to look at a flier and be interested in the cause?) This could be in freshman dorms, public health buildings, restrooms, coffee shops or busy hallways. Don't flier anywhere and everywhere.

Instead, approach it with a strategy to save time and increase the effectiveness of the campaign.

Mix It Up

Avoid filling the same hallway or building with identical fliers. Make sure you are hanging up a variety of fliers so you catch people's attention, rather than boring them with the same flier at every turn.

Become a Frequent Flier

Take down old fliers and repost occasionally to ensure that the fliers are continually seen, are in good shape and are effective at portraying their message.



Photo by Miguel Samper

Tabling

Tabling is also an easy and effective way to raise awareness about AmeriCares work—you can sign people up for a fundraising event, raise money or hand out giveaways. Be sure you set a goal for yourself before you table!



Photo by Matthew McDermott

Don't Wait

Find out your school's policy on tabling at the beginning of the semester. Each campus is different and there may be approvals or reservations you have to make to table on your campus. Knowing your restrictions early will give you time to plan accordingly.

Take Note

Look for effective tabling activities by other organizations. It is also good to table frequently (once a month) because it shows students that you are committed to AmeriCares mission.

Pick a Location

Make sure you pick a location with a lot of foot traffic on campus. At the same time, try to avoid being amongst many tables in the same hallway.

Be Prepared

Make sure you have a 30-second “elevator speech” prepared for students about AmeriCares and ASAP. Have a call to action! (This could be asking students to “like” AmeriCares on social media).

Bring the Essentials

- **Giveaways:** Pens, stickers, posters
- **Computer:** Try to get people to like AmeriCares on Facebook or to follow AmeriCares on Twitter/Instagram
- **A friend:** Tabling takes few hours and can be difficult or boring to do alone. Bring a friend and educate them about AmeriCares.

Capture the Moment

Don't forget to have a camera or a phone on hand to document the experience!



Photo by Matthew McDermott

Campus Involvement

Another great way to spread awareness about AmeriCares is to speak with campus groups that have similar interests. This section will give you some ideas about what groups on campus you can work with to promote AmeriCares.



Global Health Organizations

There's GlobeMed, Global Brigades and UNICEF, just to name a few! Your school may have other organizations that can fall under this category. We suggest talking to someone on the executive board in another organization to see if you can speak at the end of a meeting. When the opportunity arises, simply give a quick explanation of what AmeriCares does. This will help students recognize the name and learn about AmeriCares work.

Pre-Medical and Pre-Health Student Groups

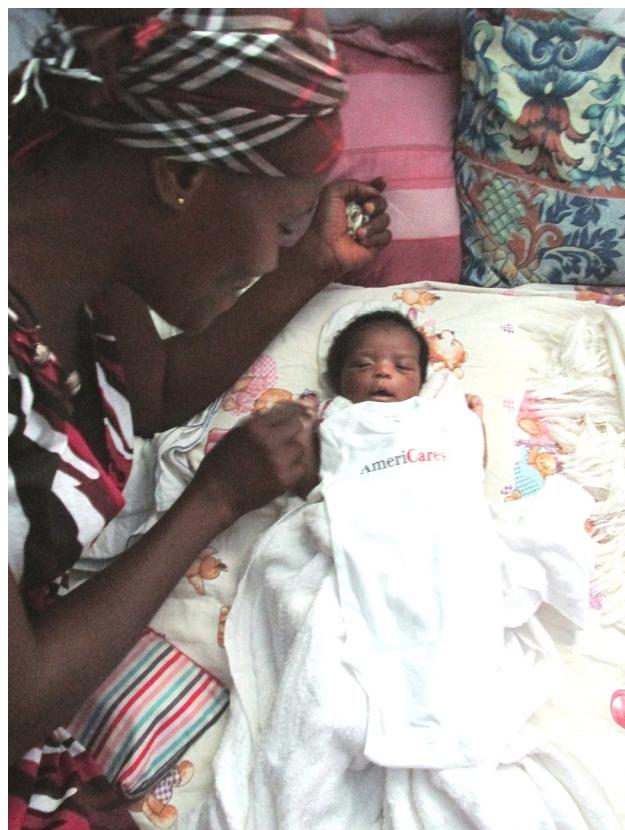
Try to involve future health professionals in sharing AmeriCares work. Get in touch with someone at your university's pre-med society or any other pre-health clubs. Tell them that you'd like to come in and share a little bit about what AmeriCares does. This could inspire young professionals to start thinking globally before they even begin their career.

Faculty and Classes

Many universities offer classes about global health and/or international development. We encourage you to engage professors and students in the work that AmeriCares is doing. A way to do this is by asking a professor if you can come in to his/her class (global health or international relations, for example) and give a quick explanation about AmeriCares and encourage others to go to our website.

Charitable Events

A lot of schools will have a Relay for Life or a 5K run for various causes. Try to participate in these events for ASAP! You could create a team that is walking to raise money for AmeriCares, or you could run a 5K in AmeriCares name.



Events

A cornerstone of ASAP will be holding an event to promote AmeriCares brand and global health work around the world. For the purpose of this program, an event can be a planned and structured activity that elicits some measurable engagement. Below are suggestions of many different kinds of events with some specific examples. We encourage ambassadors to get creative and think outside the box!



Have Fun with Fundraisers

The biggest challenge in organizing a fundraiser is the time commitment. If you decide to go this route, make sure you have time in your schedule and some people who can help you!

Tweet, Post, Repeat

Each ambassador should try to get 50 likes for the AmeriCares Facebook page. Fun social media campaigns are a way to engage friends and family and get AmeriCares name out there.

Social media should be utilized in situations when events are less practical. Take pictures and post to Facebook, Twitter or Instagram with #CollegeCares Example: Have individual students create signs that showcase a global health issue they care about with #CollegeCares written below it.

Design a Contest

Contests are also a fun way to get students involved. Participants can win AmeriCares giveaways, encouraging students to find out more about the organization.

Call On AmeriCares Staff

Do you know someone who runs a radio show or a group that may be interested in talking about how AmeriCares responds to a disaster? Invite AmeriCares staff to attend an event, sit on a panel or do an interview.

Get Creative

Create a video interviewing students

You can ask them about global health issues in an opinion piece or talk about AmeriCares in a “did you know” segment.

Create a photo gallery on campus

Use AmeriCares pictures in an exhibit to showcase the important work AmeriCares does.

Make a Pitch

Talk to people who are interested in AmeriCares work. Visit clubs and organizations with similar interests, talk to your friends, promote AmeriCares while hosting a dinner or at a campus-wide event.

Examples of fundraisers:

- Hold an event at a venue
- Ask a band/choir to hold a charity concert
- Percentage-back night at a local restaurant
- Marathon/Walk
- Bake sale
- Raffle
- Ask AmeriCares to be the charity of choice for an on-campus fundraiser

Social Media Guidelines



AmeriCares official social media presence is managed by the AmeriCares web team. The team has created the following guidelines for ambassadors to observe when posting to social media:

Consider separate personal and professional accounts. To keep your personal and professional lives separate, you may prefer to maintain a social media account for strictly ambassador-related postings.

Stick to what you know. Your posts about AmeriCares should focus on the work you are doing on campus to promote AmeriCares. Try to stay away from posting facts and figures about AmeriCares programs without getting it directly (word for word) from our site or approval from the ASAP manager.

Language you can use. If you are tweeting from a personal Twitter account, consider editing your account profile with “these views are my own” to avoid the appearance of speaking on behalf of the organization. Edit your profile by clicking the gear icon and choosing “Edit Profile.”

Connect with us. Tag @AmeriCares so that we can see and share your ASAP-related posts. Don’t forget to retweet and favorite @americares tweets and like our page and our posts on Facebook and Instagram.

The logo and brand belong to the organization. Be mindful of appropriate displays of AmeriCares logos or branding in your posts. In other words, photos of ambassadors wearing branded apparel while tabling are fine; branded photos in non-work settings, such as out for drinks with friends, probably aren’t.



Your political views are your own. If you post political views on social media, please refrain from connecting these posts with your work as an ambassador. Remember, AmeriCares is a nonpartisan organization.

If in doubt, ask. If you are unsure whether a posting is consistent with these guidelines, seek the advice of the ASAP Manager at asap@americares.org.

Suggested Social Media Taglines and Hashtags

Here are some taglines and hashtags we compiled that relate to the campaign topic for fall 2014 (maternal and child health), the 2014 summer intern video and global health. Post away!

Taglines:

Helping more mothers watch their children reach #NewHeights.

Local programs, global scale.

Healthy mom, healthy baby.

Little steps, big impact.

Popular Maternal and Child Health Hashtags:

#MothersMatter

#MNCH or #MCH

#EveryNewborn

#PromiseRenewed

#EveryMomCounts

#YesAllMothers

#MoreMoms

#KeepThemSafe

#MaternalMonday

#MaternalHealth

#NewbornHealth

#MomAndBaby

#NotAllMoms

#YesAllWomen

#BetterBirths

**ASAP Hashtag:
#CollegeCares**

**Intern Video:
#NewHeights**

**Popular General
Hashtags:**
#SocialGood
#GlobalHealth
#DidYouKnow

Suggested Social Media Posts

Facebook:

In **#Vietnam**, with support from **@Abbott**, **@AmeriCares** has reduced malnutrition among thousands of preschoolers through the **#PediatricNutritionProgram**. Check out the story here: <http://www.americares.org/who-we-are/newsroom/news/celebrating-10-years-of.html>

#DidYouKnow Women in developing countries are more vulnerable to serious health issues during their reproductive years? That's why AmeriCares pays special attention to the health care needs of pregnant women, new mothers and babies. Whether delivering lifesaving medicine to a hospital in **#Kosovo** to treat a premature infant, or support the training of a birth attendant in **#Ghana** or deliver basic health care to a family in **#ElSalvador**, your generosity makes it possible. Find out more about AmeriCares work in maternal and child health <http://www.americares.org/global-health/health-initiatives/mother-child-health.html>

#DidYouKnow half of babies under age 1 who get pertussis require hospitalization according to the **#CDC**. Read about how AmeriCares is protecting babies in the United States <http://www.americares.org/who-we-are/newsroom/here-at-home/protecting-infants-from-whooping-cough-tdap-vaccine.html>

#TBT in 2010 a devastating **#earthquake** hit **#Haiti**. Since then **@AmeriCares** maternal and child health initiatives have helped **#MomAndBaby** get the health care they need. Read more: <http://www.americares.org/who-we-are/newsroom/news/haiti-2-year-support-for-the-most-fragile.html>

Twitter:

@AmeriCares is helping **#momandbaby** reach **#NewHeights** - watch this inspiring video created by the 2014 summer interns: <http://vimeo.com/americares/review/106182864/743c26ee70>

#DidYouKnow there are 350 maternal deaths per 100,000 live births in **#Ghana**? **@AmeriCares** is working to stop this: <http://www.americares.org/global-health/health-initiatives/mother-child-health.html>

Since 2012, **@AmeriCares** has supported health programs for more than 46,000 **#MomsAndBabies**: <http://www.americares.org/global-health/health-initiatives/mother-child-health.html> **#PromiseRenewed**



Photo by Matthew McDermott

#NotAllMothers have access to clean birth kits. In **#Afghanistan** **@AmeriCares** is helping mothers give birth safely: <http://www.americares.org/who-we-are/newsroom/news/health-start-for-mothers-and-babies.html>

@AmeriCares is helping health workers in **#Bangladesh** strengthen prenatal care: <http://www.americares.org/who-we-are/newsroom/photo-gallery/2012-our-work-saving-lives/#!prettyPhoto> **#EveryMotherCounts #MomAndBaby**

@AmeriCares #GrowthAndDevelopment program in **#ElSalvador** helps children develop physically & mentally: <http://www.americares.org/who-we-are/newsroom/news/combatting-child-malnutrition-el-salvador.html> **#NewHeights**

After disaster strikes, **@AmeriCares** makes sure **#MomAndBaby** get the health care they need. Read more: <http://www.americares.org/who-we-are/newsroom/news/baby-smile-ishinomaki-mothers-and-children.html>

(NOTE: If using a social media management system (i.e. Hootsuite) don't forget to shorten the links using [https://goo.gl/!](https://goo.gl/))

Blog Writing Guide

Each student ambassador will create a short individual text blog post, video blog, slideshow with captions/text, infographic or graphic timeline (with text) that highlights his or her work as a student ambassador. Think of this individual project as something that you would share with your friends on Facebook, Twitter or YouTube. You can start by suggesting our pages to your friends. You can follow up with Facebook posts and/or tweets about your blog post.



Objective: To raise awareness about AmeriCares among your friends and followers by sharing your experience and what you've learned during your time as a student ambassador.

The blog should be written in **first-person** and the tone should be conversational—more of a reflection and less of a news or web story. The post can touch upon the impact of AmeriCares work, but should focus more on your impressions or insights. **It's not an essay!**

Blog posts should be approximately 250-350 words or less (for full text blog).

Include at least two images with your blog post submission (or a graphic substitute in the case of an infographic or timeline).

For a good example of a well-written blog post, take a look at this one: <http://healthblog.americares.org/2014/07/lucky-to-be-here-an-interns-view-of-working-at-americares/>



Photo by Matthew McDermott



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*Helping Children
Reach New Heights*



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Photo by David Snyder

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