

MORRIS ANIMAL REFUGE FUR BALL AMBASSADORS



Interested in being a Social Media Ambassador for our Virtual Fur Ball Campaign?

Who would be a good Fur Ball Ambassador?

- 1) A dedicated advocate for animals and the animal welfare community.
- 2) Someone who is familiar with and active on social media. We are hoping to recruit people who use at least two social media platforms (Facebook, Twitter, Instagram, etc.) and have at least 100 followers.
- 3) If you don't meet these targets, you can 100% still sign up to be an ambassador

What does a Fur Ball Ambassador do?

We are asking each Fur Ball Ambassador to:

- 1) **Peer to peer fundraise:** Once you have signed up, we will provide instructions on how to get started with this. This will be different depending on which social platforms you are using:
 - o **Facebook:** We will ask you start a Facebook Fundraiser called "Fund the Mission" for The Morris Animal Refuge with a goal of at least \$150.
 - o **Instagram:** We will provide a peer to peer fundraising bingo board along with instructions on how to use it to fundraise for the refuge on Instagram
 - o **Twitter:** We will provide instructions on how to peer to peer fundraise using re-tweet to donate format.
- 2) **Spread the word about our festivities:** We will ask that you post/ tweet 10 times over the course of the month long campaign in April (we will provide a timeline for posts and example content for each one once you sign up).
- 3) **Increase engagement on Morris Animal Refuge's posts for the campaign:** We will ask that you follow Morris on your socials and like, comment, and save our posts about the Virtual Fur Ball Campaign to help increase our reach.
- 4) **Drive participants to our Friday events in April:** We will ask that you save and share each of our Fur Ball Friday events on your social media encouraging friends to attend. (be sure to tag us)!

Incentives: Each Fur Ball Ambassador that meets their \$150 goal for peer to peer fundraising will be gifted a piece of Morris Swag of their choosing (e.g. water bottle, mug, magnet, calendar). Fur Ball Ambassadors that raise \$500 or more by April 23rd will receive a Party Package to enjoy the last night of the campaign!

Have a question? Email Sarah Meding at smeding@morriscaninimalrefuge.org

Ready to sign up? Click the link at the bottom of this article!