

SUDC Foundation Ambassador Training

Step 1: Ambassador Manual + Training Overview

★ What is the Ambassador Program?

The SUDC Foundation Ambassador Program is the official volunteer program of the SUDC Foundation. It was created to empower SUDC families and other members of the SUDC community to promote awareness of SUDC and support the mission of the SUDC Foundation.

The SUDC Foundation Teen Ambassador Program is a branch of the Foundation's Ambassador Program. The Teen Ambassador Program encourages young people ages (13-17 years old) to participate in raising awareness and supporting the SUDC Foundation's mission.

The SUDC Foundation seeks to build a diverse and inclusive network of advocates, ensuring that the message of SUDC awareness reaches all corners of the community.

★ Who are we?

The SUDC Foundation envisions a world where no more children are lost to Sudden Unexplained Death in Childhood. The SUDC Foundation is the only organization worldwide whose purpose is to raise awareness, fund research, and serve those affected by SUDC.

★ Why do we have an Ambassador program?

To Help Members of the SUDC Community:

- Provide an outlet for us to contribute to a cause we are passionate about
- Give a wealth of resources and guidance to help our Ambassadors feel supported and improve our outreach efforts
- Help to further strengthen our connections to each other by giving us more ways to work together

To Help the SUDC Foundation:

- Leverage our growing community worldwide.
- Capture on the passion and creativity of our community to help advocate for the cause
- Allow the SUDC Foundation to participate in more outreach efforts- small staff able to do more
Improve local awareness efforts in your community.

★ Why do we have a Teen Ambassador Program?

- Inspire a new generation of SUDC Advocates
- Provide educational resources and opportunities for teens to get involved.
- Foster leadership skills and community engagement among young participants
- Expand the reach of SUDC awareness efforts through youth-driven initiatives

★ What are the responsibilities of an Ambassador and Teen Ambassador?

- Be a registered member of the SUDC Foundation.
- Understand the mission and work of the SUDC Foundation.
- Show a willingness to speak using the SUDC messaging.
- Represent the SUDC Foundation in a professional manner during Ambassador activities.
- Perform at least two volunteer activities a year.
- Share about SUDC on your social media networks if applicable.
- Coordinate with the SUDC Foundation on your activities. We want to hear about all the good work you are doing, and we want to know how we can help!
- Commit at least one year to being a volunteer Ambassador.
- Wear a SUDC Foundation Ambassador T-shirt and/or pin (provided by us).
- Track volunteer hours and other activity metrics.

★ How can you help?

There are lots of ways to be involved in the Ambassador Program. Here are just some of the ways that our Ambassadors and Teen Ambassadors can help!

■ **Host an event to raise funds for the SUDC Foundation**

These can be anything from memorial challenge runs and walks, bowling events, golf outings, fishing events, spaghetti dinners, concerts and black-tie galas in honor of children lost to SUDC. Each type of event requires a different time commitment to plan. The larger the event, the more planning is needed. SUDC team members are available to help you brainstorm the type of event, large or small, that is right for you.

■ **Host gatherings of other SUDC families that live in your area or region.**

This is a great way for our families to connect with each other and it helps to have a leader to pull it all together! This could be anything from a simple dinner at a local restaurant, a BBQ at a local park or a group bowling outing!

Represent the SUDC Foundation at an event or conference by setting up a table with information on SUDC and the SUDC Foundation

The SUDC Foundation may be invited to an event or you could look for opportunities in your own community! This could include community day events, health fairs, medical conferences hosted by hospitals or health insurance plans, conferences held by other nonprofit organizations or other events attended by pediatricians, emergency room personnel, EMTs/paramedics/other first responders, medical examiners/coroners who are all key audiences for raising awareness of SUDC.

- **Help at an event another supporter is hosting.**

Depending on the needs of the host of the event, you may be asked to help with set-up or clean-up, help greet guests or participate in a formal program by thanking the participants of the event on behalf of the SUDC Foundation and/or share some basic facts on SUDC and the SUDC Foundation.

- **Help the SUDC Foundation gain more traction and help raise awareness of SUDC and promote the work of the Foundation using social media.**

Share your activities with family and friends on your own social media pages, share SUDC Foundation posts from Facebook, Twitter, or LinkedIn (if applicable). Stay up to date with happenings at the foundation and help us spread the word about new family support programs or research initiatives.

- **Provide presentations on SUDC and the work of the Foundation.**

We have had Ambassadors give talks to their coworkers, at local day care centers or co-present with a medical professional to complement their scientific presentation with their personal experience with SUDC.

- **And more!**

The SUDC Foundation would love to hear how you want to help spread awareness of SUDC in your community! Host a random act of kindness day? Display pictures of SUDC children in your community to raise awareness? Host a book drive to give as gifts to siblings of children lost to SUDC? Help the SUDC Foundation become a registered charity for your local marathon? Participate in a card-writing campaign for other families? Post inspirational messages to fellow SUDC families! Please help us brainstorm new and creative ways to utilize your talents and support the cause of SUDC! Our staff is here to help you every step of the way!

What are the next steps?

Please continue to the next section of your Ambassador Program Training, where you will learn about the SUDC Foundation's history, mission, and messaging.

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