



## Kids Are Heroes Outreach Leaders Program

**Purpose:** The objective of this program is to identify individuals who are passionate about helping us grow the Kids Are Heroes organization by bringing the spirit of what we do to their own community. This primarily involves raising awareness in local neighborhoods to attract more kid heroes and adult support. With our help the outreach leaders will give presentations, market and recruit others in their communities to hold events and help discover and encourage kids to be involved with Kids Are Heroes.

This is an all-volunteer position that is geared towards encouraging, inspiring and empowering kids in your community to become leaders through volunteerism.

**Scope:** Each team leader will be assigned a territory which will correspond to his/her own community and beyond. If there is more than one person in the same area, they will be encouraged to join forces so they can make a bigger impact. Each leader will be asked to build a self-sustaining team whose focus is to have their community learn about Kids Are Heroes and to cultivate heroes in their own neighborhoods.

**Requirements:** We would like to see the outreach leaders average 2-4 hours a week in their efforts. A computer with Internet access is required, as is a self-starting attitude.

Some of the things you will be asked to do:

(If you are uncomfortable with any of these tasks you can recruit someone to do it.)

- Speak to schools, civic and/or church groups.
- Hold awareness/fund raising events.
- Get press in local paper/radio/etc.
- Recruit your team.
- Spread the word via social media.
- Set and attain goals.
- Identify heroes and encourage them to be featured on our web site.
- Provide a monthly progress report.

**Materials:** Along the way we will provide the following:

- Marketing materials in PDF form.
- Press Release Templates
- Graphics
- Presentation video to get started. Once comfortable with the material we will also offer PowerPoint presentation templates.
- Web Page hosting and development
- Twitter and Facebook pages (We will ask one of your team members to keep them freshly updated.)
- Social Media training as needed
- Donor Wall and Management Support
- Email List Building

**How it Works:** The Outreach Leaders across the globe will work directly with the staff of Kids Are Heroes. We will help you get it off the ground. Although we ask no initial investment you will be responsible for all of your administrative costs, which include marketing materials, promotional items such as wristbands, vinyl display signs and whatever other costs you may incur. We will help you get these items printed and delivered by providing graphics and identifying companies that can help you get it done. You can purchase the wristbands directly from us. You can recoup your monies by using a donor wall we set up and manage for you. (Here is an example. <http://fwall.kidsareheroes.org>.)

The reason we do not supply everything to you is twofold. 1) We don't have the budget for it and 2) We want to make sure we get people who are committed to this project. We do not ask for any initial investment. You can start by doing things that require no purchases until the donor wall starts bringing in revenue.

We will give you press release templates and assist in the writing of them if necessary. Once the press releases are completed it will be up to you to pitch them to your local TV and radio stations as well as newspapers. We will start you out with a video that you will be able to show during presentations. As you become more familiar, you or a team member can present the material via a PowerPoint presentation or some such similar thing.

We will brand a Facebook Fan page and a Twitter page for your use. This also costs nothing and is a great way of starting to get the word out. If you need instruction and guidance, we will provide it. We will also tell you if we think you are deviating from our message and/or confusing our mission.

We also seek your input on how to improve this program. After all, the paint isn't even dry on this document yet so I expect there will be some modifications in the beginning.