

GUIDELINES TO EXTERNALLY REPRESENT YOUR ROLE AS AN AMBASSADOR

Ambassadors of Hope are vital, trained volunteers for Shared Hope International, and we appreciate how you extend our reach into your communities and regions.

As you advocate for child sex trafficking victims, it's important to realize that as you gain visibility in your area, some people, including legislators and policy makers, may misconstrue your association with Shared Hope and assume you are staff, **which could have unintended consequences for Shared Hope due to no fault of your own.**

This is why we need you to be our partner in clarifying your role with Shared Hope so our advocacy on behalf of child victims can proceed in a coordinated and seamless manner. The following guidelines explain how we can best work together.

1. CLARIFYING YOUR ROLE AS AN AMBASSADOR

When presenting yourself publicly:

- **Your introduction as a ‘trained volunteer Ambassador for Shared Hope’** will go a long way to mitigate any misunderstanding that you may be staff by not being introduced as ‘*from Shared Hope*’ or ‘*with Shared Hope.*’
- When sharing your bio as a speaker to be introduced verbally, or in print form on an event flyer, please be sure you clearly delineate your role.
- Relatedly, if you choose to include a signature block in your email communications related to your role as an Ambassador of Hope, it is imperative that any reference to Shared Hope within **the signature block is clearly modified by the term “volunteer.”**

These are important distinctions because you as Ambassadors understand that **you cannot speak for Shared Hope**, represent Shared Hope formally, or in any way that assumes authority to speak for, or act in behalf of Shared Hope.

By always delineating yourself as a ‘trained volunteer’, **you remove yourself from liability** of anything you may say that could be misconstrued as being official, if a misunderstanding occurs.

2. DIFFERENTIATION FROM STAFF

Our team continually meets together to establish correct and clarify messaging, words that may take on another meaning and must be avoided, or language that is no longer appropriate because of changes in culture.

Our staff doesn't speak officially or sign/approve documents for Shared Hope without the express approval of Shared Hope leadership.

As there is an internal approval process for staff to act on behalf of Shared Hope, it is vital that only staff take these actions on behalf of Shared Hope, and Ambassadors refrain from any actions that involve speaking officially on behalf of Shared Hope.

3. FREEDOM TO SPEAK AS A CONCERNED CITIZEN

Of course, as a concerned citizen, any individual may sign on to petitions or public letters when representing yourself, and your own opinion. **It is important that you do not attach the name of Shared Hope or Ambassadors of Hope to anything outside of our advocacy tools that are provided on our website.**

We appreciate your carefulness and understanding and compliance with these guidelines. If you have questions or need clarification, you may always contact the [Director of National Outreach](#).

Jo Lembo on behalf of the Shared Hope Team.
