

# REPRESENTING YOURSELF AS AN AMBASSADOR

***Ambassadors of Hope are 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 policymakers, 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

## Your Role as an Ambassador

### **When presenting yourself to the public:**

- 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 biography 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 be clearly modified by the term volunteer.

These are important distinctions because you as an Ambassador understand that you cannot speak for Shared Hope, represent Shared Hope officially or in any way that assumes authority to speak for, or act on 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

## Differentiate from Staff

- Our team continually meets to establish correct and clarify messaging, terms that may take on another meaning and must be avoided, or language that is no longer appropriate because of changes in culture.
- Our staff does not 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 that Ambassadors refrain from any actions that involve speaking officially on behalf of Shared Hope.

# 3

## Speaking as a Concerned Citizen

Of course, as a concerned citizen, any individual has the right to sign petitions or public letters when representing themselves.

**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, understanding, and compliance with these guidelines.

***If you have further questions or need support as an Ambassador in this area, please reach out to Mikayla Simeral, Senior Manager of Training and Promotions, at [mikayla@sharedhope.org](mailto:mikayla@sharedhope.org)***

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