



Light up the World

INSPIRED BY LAVALLA CAMBODIA

**2024 Schools Ambassador
Campaign Kit**



From the CEO

Dear Students,

I would like to warmly welcome you to the Australian Marist Solidarity (AMS) Student Ambassador program.

As Student Ambassadors, you will be our representative at your school. You will inform your peers about AMS and our work and take the lead in organising fundraising activities.

At AMS we work to ensure that all young people have access to educational opportunities. We are currently supporting 55 different programs across 18 countries.

Our programs focus on providing access to education for vulnerable young people; building facilities for the future to ensure safe spaces for learning; and investing in resilience and readiness to help young people who need a little extra support to thrive in learning environments. With your help, we can continue to raise funds and awareness for the incredible programs AMS supports.

There are many benefits to participating in this program, including meeting and working with other Marist school students, gaining new skills in event planning, fundraising and the charity sector, growing your leadership skills, and most importantly, knowing that your support is helping vulnerable young people to achieve their education dreams.

Together, we can transform the lives of young people by raising awareness of the power of education, and the funds that make it possible.

Together, we bring hope.

Yours in solidarity,



Rebecca Bromhead
CEO AMS



Position Description

Australian Marist Solidarity's Student Ambassador Program is a group of school students passionate about making a difference.

Made up of students from across the Marist School's Australia network, this group encourages students to:

- expand their networks
- learn about the global nonprofit sector
- and support Australian Marist Solidarity's programs.

AMS Student Ambassadors are active in their schools and communities, running campaigns, programs and fundraisers to raise awareness of AMS programs in the Asia-Pacific Region.

This is an opportunity for Marist students to engage in social justice activities to build a fairer world. Student Ambassadors will raise awareness around the lack of access to education within the Asia-Pacific region, and raise funds to build safe and secure classrooms and learning spaces.

We encourage our Student Ambassadors to use their creativity to make these campaigns their own! We believe in the power of today's youth and that our Student Ambassadors are more than capable of having a positive impact on the world.

As a Student Ambassador:

- You will join a network of young people in the Marist School's Australia network who are tackling the same issues as you.
- You will gain amazing leadership experience and could have the opportunity to present at your local school assembly or local AMS event(s). If you have never had leadership experience, don't worry we can assist you!
- You will be a change maker in your community and school - you will be fighting for more important issues, advocating for change -and will make a global as well as local impact.
- You will wear the Badge of being an Ambassador - literally! We will provide you with badges and information packs!



Events

AMS Student Ambassadors Briefing

Don't worry - we're not going to throw you in the deep end. We'll kick off the 2024 Ambassador program with a briefing on Wednesday 6 March, 12pm-1pm. The Briefing will connect you in with other students from across Australia and give you all the ideas, inspiration and direction you'll need to lead advocacy and fundraising initiatives.

AMS Student Ambassadors Workshop

We'll then get back together on Wednesday 17 July. In the workshop, we'll hear about how you've been going, what you've been able to get off the ground and what's worked so far. You'll get to review with others on the first half of the year and bring even more energy and enthusiasm to your solidarity efforts.

Other Events

AMS Virtual Program Visits: 20 Mar 12-1pm | 7 Aug 1-2pm
Our Virtual Program visits connect our Australian Marist community with our partners' throughout the Asia-Pacific region. Hear directly from staff, Brothers, young people and families as they share about their home and experiences.

Register for these events via the AMS website using the QR code below or visiting the Events page on our website.



Fundraising & Advocacy

Fundraising

Many people ask why we collect money for our project partners, or why we don't collect necessary items like clothing or stationary? There's a few reasons we focus on raising money rather than collecting items:

1. It respects the dignity and agency of our local partner communities. By providing funds, our partners can select the resources they need.
2. It supports local economies. As well as supporting our partner projects, we want to support the local businesses around them, building up the whole community in the process.
3. It reduces our costs by not mailing large collections of goods. Instead, we can give a greater percentage of our donations to our partners.

It can be difficult asking people for money. You can fundraise with confidence by highlighting the above points, and by giving concrete facts and case studies about what (and who) you're fundraising towards.

Advocacy

Advocacy is defined as any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.

Besides money, giving voice to these projects and communities a voice is a powerful way to uphold their dignity. Therefore, at AMS we make sure we don't just fundraise or promote. We capture as much of the local experience and context as we can to allow these community to tell their story.

As an Ambassador, you play a key role in advocating in your community by spotlighting the issues underneath the needs that we fundraise for. Our project partners are working end injustice, inequality and prejudice within their communities - you can play your part to create awareness of these issues within your school community.





Resources

AMS School Campaign Kit 2024

The Schools Kit contains background information, prayer experiences, learning activities and fundraising ideas - all tied to the focus country of our Schools Campaign. Your Head of Mission, REC or APRE should have a copy you can borrow.

Our Youtube Channel

We have HEAPS of videos, showcasing different projects across the Asia-Pacific region. You'll find videos to use at Assemblies, to share on socials or as part of an event. Search for @AustralianMaristSolidarity to view our channel.

AMS Social Media

We regularly share updates from our project partners. These updates could be form the basis of an Opening Prayer at an assembly, or could be presented as part of a fundraiser. Follow us on Facebook (@Australian Marist Solidarity) or Instagram (@australianmaristsolidarity)

Learning Resources

Check out our full range of resources on the "Learn" tab on our website. View our current and previous Schools Kits and promo videos. Our full set of country fact sheets can be used as part of your advocacy activities.

Other ways AMS can help

Reach out to our team if you there is something you need help or support with, including:

- crafting and practising your presentations
- additional background info about a specific project or our overall work of AMS
- inviting us to be guest presenters
- organising a Zoom with some of our AMS team or one of our project partners
- sharing your events or activities on our AMS social media.

You can contact us by email at ams@marists.org.au

Involvement



Promoting Solidarity

We can't wait to see how you get your school involved in your campaigns, projects and fundraisers. Here are some ideas about what you can share and how you can share it:

- Put up some posters around your school to promote AMS and your fundraising or advocacy event.
- Get your teachers' help to share photos of your projects and fundraising activities on your schools' social media pages or in your school newsletter. For example, you might want to share a fun fact once a fortnight about the project you are fundraising for, or shed light on the work AMS does.
- Participate in and promote our annual School Campaign and Champagnat Day fundraising activities.
- Organise to do a talk for your school or house assembly, class group or year group. This could be a short presentation about AMS or a presentation about the 2023 School Campaign.

Social Media Best Practices

We would love to see images of the activities that you organise to promote and fundraise for AMS. Here are some quick tips on how to do this in the best way:

- Make sure you tag AMS!
Instagram: @australianmaristsolidarity
Facebook: @MaristSolidarity
LinkedIn: australian-marist-solidarity
- Make sure you get people's permission before you take their photo
- Don't share anyone's personal information
- Make sure the images are shared through your school's social media, not your personal account
- Write a catchy caption
- Include content that is interesting to you – would you want to read and engage with it?

