



## Ambassadors

**Reports to:** Chief Operating Officer

**Collaborates:** Teacher Development Specialist, MRY Class Specialist, MRY Class Development Specialist, Teachers Alliance Event coordinator, HR Team, Marketing Team

**Position:** Volunteer

### Description:

A VYP Ambassador is a dedicated volunteer — either a teacher or community member — who wholeheartedly believes in VYP's mission. Having personally experienced the benefits of our programs, Ambassadors share their stories authentically and openly, helping to spread awareness and engagement. Well-connected within their communities and active on social media, they leverage their networks to promote VYP and its events. Ambassadors serve as a vital link between the organization, Veterans, and local communities. They represent VYP in their local areas and educate the public and Veteran communities about who we are and our work while fostering meaningful connections.

### Essential Duties and Responsibilities:

1. Stay informed about all upcoming VYP events and collaborate with the marketing team to promote activities. Ensure alignment with VYP's brand standards and uphold ethical behavior within their communities.
2. Represent VYP at check presentations, thanking local donors and sharing personal stories.
3. Deliver talks and answer questions for local businesses, civic/social groups, media, and other stakeholders to encourage engagement and support.
4. Organize outreach activities at local and statewide events such as county fairs, festivals, and health fairs.
5. Raise awareness of VYP through professional/personal networks and social media.
6. **Wear the Brand:** Display VYP's logo on clothing to spark conversations and build visibility.
7. **Engage on Social Media:** Share information on upcoming events with followers.

# VETERANS YOGA PROJECT

Mindful Resilience 

8. **Expand Reach:** Beyond liking VYP's Facebook page—share posts to introduce more people to our mission.
9. **Fundraise:** Seek out fundraising opportunities and participate in organized efforts to support VYP's initiatives.
10. **Build Partnerships:** Connect with other organizations that align with VYP's mission and audience.
11. **Educate Communities:** Arrange presentations with local organizations looking for speakers to spread awareness of VYP's work.

## Requirements:

1. Confident public speaking skills with excellent communication abilities
2. Strong organizational skills
3. Professional and approachable demeanor
4. Friendly and engaging personality
5. Flexibility to be available when needed
6. Honest, trustworthy nature
7. Ability to work independently and take initiative
8. Collaborative mindset
9. Dependable transportation

## Time Commitment:

After a training period, this position is estimated to take 4 hours per week. A one-year commitment is requested.

## How to apply:

Please complete a volunteer interest form at <https://veteransyogaproject.org/volunteers/>