



Our Mission:

[Women4Good](#) empowers women with a passion for making a difference, together. Over the past 4 years we've fundraised over \$100k for nonprofits in the San Francisco Bay area, and connected hundreds of women via panel discussions and networking events. We aspire to help even more women in 2020. We consist of scrappy, passionate and ingenious women, and we are growing!

We're accepting applications for our inaugural **Ambassador Program**. The Women4Good Ambassador Program connects select Ambassadors from our membership with local Bay Area nonprofits focused on women's issues, COVID-19, and/or racial justice (and any intersection of the above). The Women4Good Ambassadors will serve to support the nonprofits they're matched with in a pro bono fashion, while also leveraging the resources of Women4Good, including training, resources, and the power of the membership. **The engagement will be approximately 3 months starting in Spring 2021, with each Ambassador committing to 4-5 hours/week.**

In partnership with [Centro Community Partners](#), [IGNITE](#), [Narika](#), and [TogetherSF](#), the 2021 Ambassador Program features the following project assignments.

- [Ambassador, Centro Community Partners— Marketing - Stockton](#)
- [Ambassador, IGNITE — Instagram Growth to Shift Culture](#)
- [Ambassador, Narika — Fundraising & Sponsorships](#)
- [Ambassador, TogetherSF — Small Business Support](#)

Interested? [Submit an application](#) by March 19.

Ambassador, Centro Community Partners (4-5 hours/week, volunteer position)



Founded in 2010, [Centro Community Partners](#)' (Centro) mission is to build thriving communities by empowering underserved individuals with entrepreneurial spirit and talent. Centro, an Oakland-based 501(c)(3) nonprofit, provides online entrepreneurship education, financial literacy, business advising, mentorship and access to capital to low-income women and minorities to prepare them to be effective business owners who create self-sufficient jobs and grow businesses that contribute to the economic

vitality and social vibrancy of their communities. Centro has served 5,000+ entrepreneurs and facilitated access to \$2,500,000+ in microloans.

The Ambassador for Centro will support the marketing and promotion of Centro programs in Stockton. On top of systemic inequalities, Centro understands that COVID-19 has had a disproportionate impact on the BIPOC community, making Centro's programs in higher demand and even more important. Centro is looking to reach entrepreneurs in Stockton with the help of our Women4Good Ambassador.

Key Responsibilities:

- Assess Centro's existing promotion approach for gaps
- Design strategy for growing awareness of Centro's programs in Stockton with measurable deliverables and deadlines
- Execute strategy and track goals and progress
- Build relationships with Stockton partners to increase Centro's visibility
- Increase program registrations from Stockton
- Increase social media followers in San Joaquin County

Your Skill Set:

- Experience with performing market analysis
- Proficiency in utilizing marketing strategies
- Understanding of the target audience of low to middle income women of color (mostly black and Latina), ages 28-50
- Digital marketing and social media skills
- Resourceful with the ability to apply attention to detail
- Creative and innovative
- Possesses drive and fearlessness to ask tough questions and try new things
- PR or sales experience is a plus
- Time commitment: 4-5 hours/week Apr through Jun 2021

Interested? [Submit an application](#) by April 1.

IGNITE

POLITICAL POWER IN EVERY YOUNG WOMAN

Ambassador, IGNITE (4-5 hours/week, volunteer position)

Founded in 2009, [IGNITE](#) is leading the non-partisan movement of young women who are ready and eager to become the next generation of civic leaders. IGNITE is the only organization in the United States that provides sustained civic engagement and public leadership training to young women across the nation. IGNITE intends to train 15,000 young women across the country in 2021 with college councils meetings, boot camps, regional and national convenings and training sessions planned throughout the year.

The Ambassador for IGNITE will develop an Instagram growth plan to support IGNITE's strategic goals of expanding their training programs and shifting attitudes and beliefs about young diverse women in political leadership. In partnership with IGNITE's Communications team, the Ambassador will review past campaigns to develop data-driven strategic recommendations to increase growth and engagement on Instagram, and assist with execution of a content plan.

Key Responsibilities:

- Review IGNITE's current Instagram performance and provide a comparative analysis
- Review past social campaigns to extract learnings
- Develop recommendations to increase engagement and growth rates
- Design and assist with execution of content plan focusing on one program element or a new concept to shift culture
- Monitor and analyze new campaign performance to adjust recommendations as appropriate

Your Skill Set:

- Data and social media analytics
- Instagram campaign experience
- Knowledge of current social media trends and best practices
- Experience with creating Instagram ads
- Content design (graphics, short videos)
- Online marketing
- Marketing to Gen Z is a plus
- Experience with online fundraising is a plus
- Time commitment: 4-5 hours/week Apr through Jun 2021

Interested? [Submit an application](#) by March 19.

Ambassador, Narika (4-5 hours/week, volunteer position)



[Narika](#) is a Bay Area-based nonprofit which supports survivors of domestic violence with advocacy, counseling, job training, wellness programs and legal and housing referrals. Narika prioritizes vulnerable communities, such as low-income, unhoused, immigrant, and BIPOC individuals who face higher rates of violence and higher barriers to recovery. Narika is multilingual and 100% staffed by women of color and immigrants to reflect the needs and identities of their clients.

The Ambassador for Narika will provide fundraising and sponsorships support to enable Narika to offer its critical services to as many women as possible. The pandemic has led to a rise in cases of domestic violence and a simultaneous decline in charitable donations to Narika. Fundraising and sponsorship dollars ensure that Narika can continue to serve survivors with advocacy, job and other

services, and financial assistance. The Ambassador will perform donor research, develop fundraising ideas and strategies, and conduct sponsorships outreach.

Key Responsibilities:

- Identify and introduce potential business sponsors and partner organizations to Narika
- Identify and introduce potential individual donors and community members to Narika
- Partner with the Narika team to drive awareness of domestic violence and promote Narika events
- Conduct outreach to local business for sponsorship opportunities
- Design and launch independent fundraising campaign to raise \$5000 or collectively decided fundraising goal for Narika
- Develop additional recommendations for fundraising strategy

Your Skill Set:

- Strong, persuasive communicator to speak with potential individual donors, community members and businesses; sales experience is a plus
- Research skills to identify potential donors/partners from other similar non profits, other fundraising opportunities.
- Experience with nonprofit fundraising is a strong plus
- Creative and innovative thinker to host a new fundraising campaign
- Digital and social media skills (e.g., graphic design, web design, video editing, photo editing, etc.) are a plus
- Familiarity with MailChimp and Squarespace is a plus
- Time commitment: 4-5 hours/week Apr through Jun 2021

Interested? [Submit an application](#) by March 19.

Ambassador, TogetherSF (4-5 hours/week, volunteer position)

TOGETHER//SF

[TogetherSF](#) is a fast-growing network of civically engaged and informed doers who make San Francisco better for everyone. TogetherSF organizes engaging, fun, and safe opportunities for local residents to be a leader and make a difference.

TogetherSF is looking to raise awareness about the pain-points and issues small businesses are facing due to the pandemic. This Ambassador will help create partnerships with individual small business owners and merchant associations to drive awareness and support for the merchant corridors that make San Francisco unique.

Key Responsibilities:

- Conduct outreach to identify small business partners and understand their pain points and concerns
- Build relationships with small businesses and merchant associations on behalf of TogetherSF
- Draw insights and recommendations from outreach to develop public engagement plan
- Create an event and activity calendar for San Franciscans to get involved, learn about these issues, and support the merchant corridors that make San Francisco unique

- Develop creative calls to actions to engage the general public and also attract new guests to TogetherSF events and programming
- Support event planning and logistics, working with TogetherSF staff
- Execute post-event follow-up

Your Skill Set:

- Excellent verbal and written communication skills
- Comfortable on the phone and a good listener
- Personable relationship-builder
- Strong organization skills
- Proactive and solutions-oriented
- Creative & empathetic
- Fluency in a foreign language (Spanish, Chinese, Tagalog) is a plus
- Time commitment: 4-5 hours/week Apr through Jun 2021

Interested? [Submit an application](#) by March 19.