



Ambassador Guide & Toolkit

Thank you for your interest in helping spread the word of our mission and services on social media! This guide seeks to provide detail on your role as a social media ambassador, and provide you with sharable content that reflects our mission and values.

About the Women's Resource

founding belief that **a woman who controls her finances controls her destiny**. Our mission is to help women and girls make choices toward becoming independent, productive, and financially stable, ultimately resulting in a stronger community and a brighter future.

Our goal is to ensure that women from all walks of life can achieve financial stability and self-sufficiency by acquiring the essential knowledge, skills needed to make sound financial decisions with confidence. We cultivate strong partnerships with other social service agencies, and offer our services at a convenient time and place, to increase accessibility and challenging obstacles head-on.

What is an ambassador?

An ambassador helps to spread awareness or information surrounding a particular cause or project within their realm of interest.

How can I best spread awareness for The Women's Resource?

1. Study our website: familiarize yourself with our core values, programs, opportunities and key focus areas. Make sure you check back regularly to stay up to date on our lingo and practices.
2. Follow us on social media: you can find more sharable content on social media and can continue to learn about The Women's Resource using these channels

3. Learn how to share content effectively: provide your followers with enough information that they are able to understand and find value in our organization. Share regularly, but not so often that your followers become overwhelmed or bored. 1x per 2 weeks is recommended
4. Ask questions: Reach out to epauley@thewomensresource.org directly with any questions.

Vocabulary

- **YourLife Programs:** financial stability programs for adults
- **YourLife Finance Classes:** in depth 6 class series on things like budgeting, debt, and credit. Occurs on a monthly basis
- **YourLife Coaching:** one-on-one financial coaching for accountability and guidance on the path toward better financial well being
- **YourLife Possibility Groups:** 9-week group coaching program offered to women of similar backgrounds as a place where they can talk through their money behaviors and habits
- **RISE!:** Your Road to Independence, Success, and Empowerment. RISE! is our 4-year financial education course for at-risk high school girls.
- **Financial Stability Services:** instruction or guidance to help people better their financial well-being. We use this phrase as an alternative to “Financial Literacy”
- **Low to Moderate Income (LMI):** Our target clients are low to moderate income individuals, meaning they make less than the average annual salary for our city.
- **Mission Moments:** Stories we capture from our clients that reflect their experience with our programs.
- **Call to action:** A way people can engage with our organization. Donate, Volunteer, share, like, comment, or be an ambassador.

Creating social media posts

Posts can serve two main purposes.

1. Engaging others
2. Spreading awareness and/or Recruiting support

Posts intended to engage others are meant to start a conversation, and can often just rely on providing sharable content, or reposting from The Women’s Resource official social media accounts. It is helpful to provide prompts or questions for followers to help engagement. Posts intended to recruit support should include the Organization Name, an impact statement or statement of need, and a call to action

Examples:

Engaging Others:

This year my new year's resolution is to build up my emergency savings. Do you have any financial goals for the coming year? TWR has some free resources if you need a starting point!

Spreading awareness and/or Recruiting Support:

I discovered The Women's Resource – a nonprofit here in Houston that helps bring financial stability services to women and girls. They helped over 1300 women in Houston improve their financial position last year. Check them out! (Link to website)

Women are 2x as likely to live in poverty as men in Texas. The Women's Resource is a nonprofit that helps combat this unfortunate truth, through their financial stability programs for women and girls. Please take some time to learn about their mission and consider donating or volunteering

Sharables and media content

Please feel free to utilize any of the content below when posting on your personal social media

SUPPORTER SPARK

We asked our volunteers "What sparked you to get involved?"

"...Women are instrumental to the successful trajectory of a family.

My passion is to teach women how to become financially independent so that they can make the best decisions for their welfare and that of their children"

THE WOMEN'S RESOURCE



Mission Moment



Without RISE! I
wouldn't have been
the best version of
myself that I am today

A JUNIOR IN RISE!

Financial Empowerment Bingo



Have a Budget



Know my Credit
Score



Attended 1 YourLife
Finance Class



Save each month



Track My Spending



Work with a
financial coach



Understand
Emotional Spending



Have an emergency
savings



Have a plan to
tackle debt



the
**Women's
Resource**

Financial knowledge. Hope. Possibilities.

Donation Bingo



What's Your 2021 Financial Goal?

insert answer here



WWW.THEWOMENSRESOURCE.ORG

CAN YOU GIVE MONTHLY?

\$1

1 quick look under the sofa

\$3

2 vending machine snacks

\$7

2 trips to Starbucks

\$12

1 lunch out

\$30

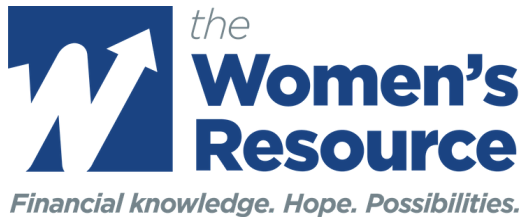
1 dollar a day

Share Your Find

The Women's Resource

M D W P R R I S E
C O U G E B E M S
C H N C A S A V E
F R E E D O M R G
S C C S Y C G C J

Thewomensresource.org



At The Women's Resource, our mission is to help women and girls make choices toward becoming independent, productive, and financially stable, ultimately resulting in a stronger community and a brighter future.

We fulfill our mission by offering free, accessible education through our YourLife Finance programs. These programs exist to help women in the most difficult of times, whether they are fleeing violent homes, reentering into the workforce after incarceration, or overcoming the systematic barriers that exist in our society. The goals of these programs are to increase knowledge and self-efficacy, decrease debt, increase emergency savings and credit scores, and connect clients to community resources.

With **YourLife Coaching**, women receive the tools and support needed to manage money by working one-on-one with an expert coach. We also offer **YourLife Possibility Groups** as a place for women from similar backgrounds to come together under the guidance of a volunteer coach to assess their money habits and behaviors they need to change in order to reach their goals. Finally, we offer **YourLife Finance Classes** as an in depth six-class series that teaches women to budget, save, repair credit, and plan for long-term financial success. Clients leave each class with a guideline for how to implement the concepts learned in class into their daily lives right away, building the groundwork for them to develop concrete strategies and practices that will improve their financial situations.

Another way we fulfill our mission is through teaching these valuable life lessons young women as well. **RISE!** was created to address this need as early as possible in life. **RISE!** (Your Road to Independence, Success and Empowerment), is the only program in Houston for high school girls that combines the life skills training necessary for leadership and professional success with the financial education that is critical for personal success.

visit www.thewomensresource.org for more information