

## **Description;**

### **A Local/Global Ambassador is a Goodwill Ambassador.**

- A Local/Global Ambassador represents COHECF-KENYA before the public and should be imbued with a spirit of goodwill and social service. They are the first point-of-contact for an outsider. The impression remains a lasting one and hence has to be good.
- They should have the attributes of leadership and passion for reaching out to the poor and the underprivileged as best as they can.
- They should be able to devote some of their spare time for this goodwill work to help further the image of COHECF-KENYA and promote its overall mission and work.
- They have the assignment of advocacy of COHECF-KENYA's mission against odds in the prevailing society.
- They should be able to bring about greater acceptance of COHECF-KENYA ideology in the mind of the public and must find avenues to carry this forward with their contacts.
- COHECF-KENYA being a self reliant NGO with a commitment to developing Kenya, the Global Ambassador(s) may help in resource mobilization as best as they can and bring persons or groups who can help in this mission.
- Bring on board as partners/funders/donors as partners and not limited to NGOs, churches, education institution, professional bodies, professionals, government institutions, international organizations, foundations, charities, trusts, etc.
- Share COHECF-KENYA quarterly report and flyers/brochure with mailing list / WhatsApp list/ Social Network Site group etc.

### **Some of the areas they can help in are:**

- Generating ideas for any new/ on-going projects that COHECF-KENYA may have and helping out with the same.
- Organizing events/ sessions to create awareness and spread the message of goodwill.
- Through contacts, helping to create awareness about COHECF-KENYA and its work in health, agriculture, education, peace, financial literacy, youth and women empowerment, (COHECF-KENYA can partner with corporates in the CSR area. Corporates can also sponsor/ fund various projects run by COHECF-KENYA in health, education, agriculture, peace, financial literacy, youth and women empowerment; and those interested in partnering with COHECF-KENYA can be identified).
- Also, spreading the social message to near and dear ones like family, relatives and friends, church members, colleagues at work etc)

## **Why do we need Global Ambassador(s) and for what minimum duration?**

- At present, COHECF-KENYA has few staff who are currently full time volunteers. Its policy of awareness and resource mobilization is carried out by the executive director who at the present is also a volunteer in the organization. We need support in the area of resource mobilization for the organization to be able to stand on its feet and be able to reach out to the needy in the society.
- The executive director has limitations of reach given the few staff at COHECF-KENYA who are also volunteers. Local/Global Ambassador(s) may be students or working professionals or seniors or housewives or retired personnel. This mix seems ideal for a variety of reasons; it will only promote better goodwill and understanding to COHECF-KENYA's advantage.
- Thus, Local/Global Ambassadors can promote COHECF-KENYA's ideology and also fundraise among people or organizations. But the funds must be channeled through COHECF-KENYA official bank account.
- Local/Global Ambassadors will be required to have links to both print and news media in their home country where they can have a platform to champion for COHECF-KENYA's work and call for partnerships, volunteers, donations etc.
- The minimum duration for a Local/Global Ambassador to volunteer is three months but they are open to become Life Time COHECF-KENYA Local/Global Ambassador(s).

## **Who can be a Local/Global Ambassador?**

- Anyone who has the above qualities of mind and disposition can be a Local/Global Ambassador. They must be able to present COHECF-KENYA in its correct perspective and bring about conviction among the people. They must help provide a larger base of people with conviction and support.
- They must be social-minded and have social inclination with goodness for the have-nots. Humility, acceptance of the poor and the sick, are good qualities.
- They must be honest and transparent in all their dealings and should not act or talk in any manner which could injure the interests of COHECF-KENYA. These commitments are a must.
- They must be outgoing persons with a go-getting attitude. They should be proactive and willing/desirous to achieve COHECF-KENYA's mission and goal

## **Where should a Local/Global Ambassador be?**

- They can be anywhere in the world. It is a universal positioning with no barriers.
- Barriers like tribe, national boundaries, faith, language, social status, gender, age, educational status etc. do not stand in the way of a Local/Global Ambassador.
- It is our long desire to have Local/Global Ambassadors of COHECF-KENYA (GACK) in each and every part of our country and in every country of the world. A journey of a thousand miles starts with a single step.

## **What's in it for Global Ambassadors?**

- The reward in terms of fulfillment of social objectives and making a difference in people's lives is incomparable to any monetary rewards/ incentives.

- The Global Ambassador will join the Advisory Council of COHECF-KENYA.
- Have organization e-mail address (i.e. [someone@cohecfkenya.org](mailto:someone@cohecfkenya.org))
- Be on our website as our Local/Global Ambassador.
- Receive an Official Recognition from COHECF-KENYA (NGO); we will acknowledge Local/Global Ambassador work with an official certificate, signed by Executive Director of COHECF-KENYA. One must volunteer for at least 6 months to receive the certificate.
- Local/Global Ambassador will be able to choose the name of the project proposed together with his/her local contacts: by default setting, unless otherwise specified, we give his/her name to every approved project proposed and supported by COHECF-KENYA Local/Global Ambassador. For example, if the COHECF-KENYA Local/Global Ambassador Mr. John John and his contacts propose and superintend a project to install a water project in a Kenyan rural village, then that project, once officially approved by COHECF-KENYA (NGO), will be called “John John Project”. Otherwise Mr. John and his contacts can choose to dedicate the project to someone else or to someone’s memory.
- A free hand is given in generating ideas. Even the sky’s not the limit! Creativity and novel ways of accomplishing tasks are encouraged.
- A platform for social work is provided. It is a forum for exchange of ideas and helps in the contribution towards humanitarian causes.
- A chance to interact with other NGOs, COHECF-KENYA’s partners or collaborators is provided. Thus, liaising with people from different walks of life helps build strong interpersonal skills.
- There’s a lot of learning – helps develop skills in various areas: event management (complete planning, organizing, executing and monitoring); budgeting (forecasting the expenditure to be incurred, collecting funds, disbursement and maintaining accounts for the same); coordinating and delegating (overseeing the entire plan or program and effective allocation of work); negotiating (with partners or any other party to obtain a cost effective plan); promotion (tele-marketing; meeting people directly through door-to-door or other means; creating awareness); providing feedback and sharing experiences (through the media e.g. writing press releases, writing in Joint Action, spreading the message through Facebook, Twitter, print, news media or the blog).
- It’s all about giving – whether you are able to devote your time, whether you are able to expend all energy and effort, whether you are competent to get in funds,

whether you can lend a helping hand and a cheerful smile; any such contribution is welcome at COHECF-KENYA.

### **How will society at large benefit?**

- Most children, mothers, patients, youths and the marginalized dealt with yearn for attention. Your time, presence and support can make a world of a difference.
- Contribution in terms of creating awareness can help in spreading health awareness about causes close to COHECF-KENYA heart like leprosy, TB, cancer, HIV Aids and blindness, maternal death, sexual and reproductive health rights, albinism etc. Help in the area of education provides a future to the underprivileged children in society. Projects in Early Childhood Development centers help in promoting literacy and learning in general, scholarships and sponsorships will help provide opportunity to the needy in the society while support to vocational training helps reduce youth unemployment, social evils and restore hope in the youth.
- Awareness is knowledge and knowledge leads to action.
- Sustainable development and Rural development is also one of the areas of focus at COHECF-KENYA. You can contribute to rural development through help with training programmes. Rural well-being for women through social, economic and health welfare are other areas of work. This helps provide opportunities of self-employment to the people in rural areas.
- Together We Transform Lives!