



PRODUCE FOR BETTER HEALTH FOUNDATION
 302.235.2329 | executive@pbhfoundation.org
 8816 Manchester Rd. PMB #408 | Brentwood, MO 63144-2602
 PBHFoundation.org | FruitsAndVeggiesMoreMatters.org

Are you a PBH Ambassador?

A PBH Ambassador is an individual passionate about the Produce for Better Health (PBH) Foundation’s mission and Fruits & Veggies—More Matters® message. An Ambassador actively shares their passion and personal testimonial about the importance of PBH, financially supports PBH either personally or through their organization and encourages and recruits others to provide annual, sponsorship or significant in-kind donations to PBH.

Please submit your application, and any necessary attachments, to **development@pbhfoundation.org** by **January 5th** for the previous year’s work. An application needs to be submitted each year for consideration.

Criteria

1) Financial Support (Must meet to be considered an Ambassador)

I support PBH as an active individual or organizational donor through:

- Annual Contribution**, \$ Amount: _____
- Sponsorship**, \$ Amount: _____
- In-Kind**, \$ Amount: _____

2) Testimonial (Must meet to be considered an Ambassador)

*I have provided the following checked items for PBH and **grant PBH permission to use them** in published, web based and social media marketing and communication materials.*

- Written Testimonial** (by checking this box you are giving PBH permission to publish)
- Head shot** (by checking this box you are giving PBH permission to publish)

Must meet at least 1 of the following *Representation, Identify Prospects or Secure New Donors* criteria to be considered an Ambassador:

3) Representation

I am an advocate for PBH and Fruits & Veggies—More Matters and have incorporated this message verbally and/or visually into informal and/or formal spoken remarks and promotional materials at:

- Conferences, exhibits, meetings, etc.**
- Speaking engagements/platforms when presenting information** (materials, PowerPoint presentations, etc.)
- Other venues when presented with the opportunity** (e.g. Incorporating PBH messaging into public statements, displaying the *Proud Supporter* sign at tradeshow, including the More Matters logo in communications, casual/improptu conversation with colleagues or business associates, etc.)

Provide the name of the event, location, date, audience and what was said about PBH: _____

4) Identify Prospects

I have actively identified prospects for annual renewal, sponsorship or significant in-kind contributions to PBH and have provided the information below to PBH staff.

- Name, organization, phone, email, etc. of prospect(s)
- Background information, insight about prospect(s) and best approach
- Introduced prospect(s) to PBH staff via email, at an event, during a meeting, etc.

Number of prospects identified: _____

5) Secure New Donors

I have actively sought new annual renewal, sponsorship or significant in-kind donations from prospects on behalf of PBH and provided PBH staff with contact information.

I directly contacted prospect(s) for PBH to obtain financial support through:

- Correspondence (letters, email, etc.)
- Phone calls to ask for support
- Meetings with prospect(s) to ask for support

I have worked directly with PBH staff to obtain financial support through:

- Drafting correspondence to send to prospect(s)
- Participated in meetings/calls with PBH staff asking for support
- Provided insight and behind the scene support in follow-up to determine donation status

Number of prospects contacted: _____

Number of new donors/sponsors acquired: _____

Amount of funding obtained for PBH: \$ _____

6) PBH Leadership

I actively participate as a Board of Trustee Representative, Committee and/or Task Force member

- Yes, Board of Trustee Representative
- Yes, Committee (List committee): _____
- Yes, Task Force (List task force): _____

Recognizing Ambassadors Each Year

I understand that as a PBH Ambassador I will receive recognition in the following ways:

- On the PBH foundation website
- In PBH's Annual Report
- In the PBH Direct! monthly e-newsletter
- In a Press Release distributed to industry trade publications and to PBH's 200+ supporters
- At PBH's Annual Conference *The Consumer Connection* awards banquet in Scottsdale, AZ

Yes! Sign me up as a PBH Ambassador!

Signature: _____

Date: _____

Name: _____

Organization: _____