



PRODUCE FOR BETTER HEALTH FOUNDATION

Am I a PBH Ambassador?

A PBH Ambassador is an individual passionate about the Produce for Better Health (PBH) Foundation 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, sponsorships or significant in-kind donations to PBH.

To become a PBH Ambassador please answer the following questions and provide the needed information to meet the criteria listed below. You must meet a minimum of three (3) criteria to become an Ambassador. To qualify for the awards program you must be actively engaged in identifying prospects and securing financial support for PBH.

Please complete this form along with any necessary attachments and email it to development@pbhfoundation.org

1) Financial Support

I support PBH as an active individual or organizational donor.

- a. Annual Contribution Yes No \$ _____ Amount
- b. Sponsorship Yes No \$ _____ Amount
- c. In-kind Yes No \$ _____ Amount
- d. Other Yes No \$ _____ Amount

2) Testimonial

I have provided a written testimonial, photo and other information for PBH to use in published, web based and social media marketing and communication materials.

- Yes No Provide written testimonial
- Yes No Provide photo
- Yes No Provide why PBH/Fruits & Veggies—More Matters is important
- Yes No Approve PBH to use this information

3) Representation

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

- a. Conferences, exhibits, meetings, etc.
- b. Speaking engagements/platforms when presenting information (materials, power point presentations, etc.)
- c. Other venues when presented with the opportunity
Examples include: 1) incorporating PBH messaging into public statements 2) displaying the Proud Supporter sign 3) including the PBH or Fruits & Veggies—More Matters logo or Role Model/Champion Award button in communications, 4) casual/improptu conversation with colleagues or business associates, etc.

i. 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 development staff. I have provided the information below to PBH.

- a. Name, organization, phone, email, etc. contact information
- b. Background information/insight about prospect/s and the best approach to take with them
- c. Introduce prospect/s to PBH staff via email, at an event, during a meeting, etc.

Number of prospects identified: _____
 Background information provided for prospect/s _____
 Number of prospects introduced to PBH staff: _____

5) Secure New Donors

I have actively sought new annual renewal, sponsorship or significant in-kind donors from prospect/s on behalf of PBH and provided PBH staff with information so these contacts and contributions can be recorded. I have shared this information with PBH.

- a. I directly contacted prospect/s for PBH to obtain financial support through...
 - i. Correspondence – letters, email, etc.
 - ii. Calls to ask for support
 - iii. Meetings/conference calls asking for support
 - iv. Following-up with prospect/s to determine donation status

- b. I have worked directly with PBH development staff to obtain financial support
 - i. Helped draft correspondence to send to prospects
 - ii. Participated in meetings/calls with staff asking for support
 - iii. Provided insight and behind the scene support in follow-up to determine donation status.

Number of prospects contacted: _____
 Number of new donors/sponsors acquired: _____
 Number of board level donors acquired: _____
 Amount of funding obtained for PBH: \$_____

6) PBH Leadership

I actively participate as a Board of Trustee, Committee or Task Force member.

_____ Yes	_____ No	Board of Trustees
_____ Yes	_____ No	Committee _____
_____ Yes	_____ No	Task Force _____

Recognizing Ambassadors Each Year

I understand that in return for my participation as a PBH Ambassador I will receive recognition in the following ways...

- Annual Report
- PBH website
- PBH Direct! Newsletter
- An annual certificate
- Special ribbon on badges at Annual Conference

Yes! Sign me up as a PBH Ambassador....

Signature _____ Date _____

Name _____ Organization _____