



PBH Ambassadors and the Excellence Awards

What is a PBH Ambassador?

A Produce for Better Health (PBH) Foundation Ambassador is an individual passionate about the PBH 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.

Recognizing PBH Ambassadors

Each year Ambassador Excellence Awards will be given to the top Ambassadors who have done the most to bring in new annual, sponsorship or in-kind support for PBH.

Criteria to be a PBH Ambassador

These are activities that define Ambassadors and how they may engage on behalf of PBH. Engaging in any three (3) of these activities qualifies an individual as an Ambassador.

1) Financial Support

Support PBH by being an active individual or organizational donor through an annual renewal, sponsorship or a significant in-kind contribution.

2) Testimonial

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

3) Representation

Supports the PBH mission and Fruits & Veggies—More Matters message as a verbal and visible advocate by incorporating into informal and formal spoken remarks and promotional materials used 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 may include: 1) incorporating PBH messaging into opening remarks 2) displaying the Proud Supporter sign 3) including the PBH or Fruits & Veggies—More Matters logo or Role Model/Champion Award button, 4) casual/impromptu conversation with colleagues or business associates, etc.

4) Identify Prospects

Actively identify prospects for annual renewal, sponsorship or significant in-kind contributions to PBH development staff.

- a. Provide name, organization, phone, email, etc. contact information
- b. Provide background information/insight into what prospect/s can give to support PBH and the best approach to take to obtain support
- c. Introduce prospect/s to PBH staff via email, at an event, during a meeting, etc.

5) Secure New Donors

Actively seek new annual renewal, sponsorship or significant in-kind donors from prospect/s on behalf of PBH and provide PBH staff with prospect information so contact can be tracked and by staff.

- a. Directly contact prospect/s for PBH to obtain financial support
 - i. Correspondence – letters, email, etc.
 - ii. Call to ask for support
 - iii. Meet/conference call asking for support
 - iv. Follow-up with prospect/s to determine donation status

- b. Work with PBH development staff to obtain financial support
 - i. Help draft correspondence to send to prospects
 - ii. Participate in meetings/calls with staff asking for support
 - iii. Provide insight and behind the scene support in follow-up to determine donation status.

6) PBH Leadership

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

PBH will recognize top Ambassadors each year with an Ambassador Excellence Award. In addition to the top individuals who receive awards, PBH will recognize all participating Ambassadors in the following ways...

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