



Hike For Kids Ambassador Position Description

Introduction: We are excited to include you in our mission to provide transformational experiences for urban youth through outdoor education. Hike for Kids is our annual fundraiser and directly contributes to Blue Sky's programming. The funds raised during this event will support the local movement for racial justice by advancing programs that benefit youth of color and will make a meaningful impact on students from low-income communities by enhancing experiential education during the pandemic. We need your support and enthusiasm to make these efforts a success!

Opportunities to Engage:

- Spread the word about Hike for Kids among your network and connections by posting on social media at least once per week - check out our toolkit [here!](#)
- Change your [Facebook cover photo](#)
- Post on NextDoor / local neighborhood groups
- Captain a team
- Set a fundraising goal for yourself and your team
- Register for the virtual auction
- Invite friends for a virtual auction watch party

Goals:

- Communicate the mission of Blue Sky Fund
- Maximize the number of folks participating in Hike for Kids
- Increase financial support that directly impacts providing youth with outdoor experiences

Qualifications:

- Enthusiastic, outgoing, friendly
- An appreciation for the value of outdoor education
- Comfortable recruiting participants and supporters within your network

Time commitment: The beauty of a virtual event is that your volunteer time commitment is flexible to work best with your schedule! Hike Ambassadors will connect

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with the Volunteer Coordinator to go over expectations and any questions they might have. For the time being, such meetings will take place virtually. We anticipate that the majority of time as a Hike

Ambassador will take place in the month or two leading up to October spent recruiting participants and fundraising within your personal network. During the month of October, we anticipate that you will spend some time encouraging your teammates and fundraising partners.

Supervision and Support Plan: The supervisor for Hike Ambassadors is the Volunteer Coordinator, Sarah Jane DeHart, who can be reached at sarahjane@blueskyfund.org or (804) 213-2464. The Hike for Kids Ambassador is welcome to provide constructive feedback to the supervisor on an ongoing basis at mutually agreed upon times.

Volunteer Benefits:

- Learn new skills in event promotion
- Gain experience in fundraising
- Contribute toward the mission of Blue Sky Fund
- Support the local movement for racial justice by advocating for programs that benefit youth of color
- Help make a meaningful impact on students from low-income communities by raising funds to enhance experiential education during the pandemic
- Opportunity to participate in a virtual thank you party to celebrate the journey and shape the future of this ambassador program

Start and End Dates: Rolling start beginning in August through the end of October 2020.

Sarah Jane DeHart
Volunteer Coordinator

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