



# WELCOME TO OUR AMBASSADOR PROGRAM





# WELCOME TO THE SQUAD



Ah, home! Heading back to your friends, family, and bed (not sure which one you're looking forward to most) is fantastic. You've learnt so much and can't wait to share all those great stories and newfound passions with the people who missed you the most.

But, after that third welcome home party you might find it's difficult to quite sum up the life changing experience you've had. There's only so many times your friends will want to check out your Insta pics. Guess what? Your experience doesn't have to end there. That's where our Alumni Squad comes in. We would love to keep in touch and hear all you have to say, while connecting you to throngs of volunteers who feel exactly like you do. One of the many ways you can get on all this is by joining our Ambassador Program. This program is for our very best past volunteers – it allows you to earn points which count as credit off your next adventure with us.

African Impact Ambassadors share their fire for their experiences on a number of platforms, both online and in person. The aim of this is to reach people – to mobilize them to volunteer and lend a helping hand. To give them the opportunity to have a life-changing experience of their own. For you, this means earning points off your next trip. With enough time and energy, you could even come for free. Time to get another stamp in your passport!





# AMBASSADOR PROGRAM



## OVERVIEW & IMPACTS

The Ambassador Program is a special way to keep in touch for our most dedicated volunteers. Essentially, it gives you the chance to get a head start on what we know is on your mind – coming back. When you perform certain tasks, you earn points (we're calling them impacts because we're cute) which translates to money off your next trip. One impact equals one dollar.

You can earn these impacts in any number of ways, from getting a friend or family member to volunteer to simply spreading the love on social media. You could also host fundraising events to donate to our charity, the [African Impact Foundation](#), whose work helps strengthen our mission and take our projects even further. Don't worry about the finer details just yet, there's a full breakdown of the impacts in this pack. What matters is that you're pumped.

## WHAT CAN YOU DO?

From your home town

- Get a friend or family member to sign up for an African Impact project
- Host an African Impact Foundation fundraising event
- Promote African Impact at a local event
- Hold a presentation at your high school, college or university
- Distribute African Impact posters
- Organize a group booking for your high school, college or club

From your computer

- Review us online
- Share your photos and testimonials with us
- Be a reference for us and chat to potential volunteers
- Connect with potential volunteers on Instagram, Facebook or Twitter
- Share the African Impact site to your high school, college or university site
- Set up a page for your African Impact fundraising



# SOCIAL MEDIA & REVIEW SITES



## SOCIAL MEDIA LINKS

Give others a taste of your trip and commit those treasured memories to the web through social media. A snap or shout out can go a long way. Don't forget to @ us and use the hashtags #AfricanImpact and #BeyondVolunteering.



Do it for the gram



Say something worth  
hearing about



Show your friends  
what you got up to

## REVIEW SITE LINKS

Reviews are a great way to help out future volunteers. It's how they can tell an organization is legit, and an experience worth paying for that truly helps communities or wildlife in Africa. Do that good deed of the day and write one up.

[GOOVERSEAS](#) - GoOverseas is a listing site and a great traveler's resource. Leave a review to help other future volunteers know what's what.

[GOABROAD](#) - GoAbroad matches eager volunteers-to-be with the companies that provide what they're looking for. Their review section is your chance to provide accurate, on-the-ground info.

[FACEBOOK](#) - The old favorite.

[GOOGLE](#) - Google does reviews? Yes!



# POINTS SYSTEM



Task, or activity	Impacts
Social Media Engagement: Share one of African Impact's Main Page statuses, or repost an Instagram photo	10
Make a video about your African Impact experience and share it online, and send it to alumni@africanimpact.com	10
Write a review on one of our listed websites	10
Send us your testimonial with 5 photos	10
Put us in touch with a potential sponsor for the African Impact Foundation	10
Link African Impact to your school, college, university or workplace	20
Connect with a potential volunteer which we'll put you in contact with (cc alumni@africanimpact.com)	20
The potential sponsor for the African Impact Foundation donates or fundraise	20
Attend an African Impact event	50
Organize PR with African Impact's approval (message alumni@africanimpact.com)	100
Host a Charity Challenge	100
Arrange a presentation or info table at your school, college, university or workplace, remember if you get anyone to book more Impacts	100
Run your own meetup	150
Get a family member or friend to book	200
Get a group to book (impacts are for each person in the group)	200

1 Impact = USD 1 off  
your project fee

**OR**

1 Impact =  
50c cash  
back



# REDEEMING YOUR POINTS



Your impacts can be claimed off your next trip at any point. You can also donate your impacts to a friend or family member so they can claim it off their next trip. Once your next adventure is booked, the impacts will be subtracted so unfortunately cannot be returned.

If you would like to get involved and begin your journey back to Africa, please contact us and let us know what you're thinking of completing. Get in touch at [alumni@africanimpact.com](mailto:alumni@africanimpact.com)

## TERMS & CONDITIONS

1. The value of an impact is equal to USD 1 off your project fee
2. 50% of each impact can be redeemed as cash
3. Impacts can be donated to the African Impact Foundation
4. Impacts, or USD commission, can only be redeemed by a past African Impact volunteer or intern
5. Participants cannot collect both impacts and USD commission for the same task
6. Once redeemed, impacts will revert back to USD 0
7. Payment of commission will only be made once the Ambassador has collated USD 150 in commission (not impacts)
8. Redeeming impacts for a placement will be subject to availability and can only be applied to African Impact-owned projects. Projects where the discount does not apply are:
  - Endangered Black Rhino & Elephant Conservation, Zimbabwe
  - Great White Shark Conservation, South Africa
  - Marine Expedition Volunteer Program, Seychelles
  - Terrestrial Expedition & Conservation, Seychelles
  - Marine Research and Conservation, Mozambique
  - Whale Research and Marine Protection, Mozambique
  - Desert Elephant Conservation, Namibia
  - Wildlife And Monkey Sanctuary, Malawi
  - Wildlife Veterinary Assistance, South Africa
  - Professional Field Guide Training Course, South Africa
  - 2-Week Nature Enthusiast Course: FGASA, South Africa
  - ALERT Conservation Internships
  - Facilitated Research Program For Students, Zambia
  - Lemur Conservation, Madagascar
  - Healthcare and Medical Internship, South Africa
  - Human Rights and NGO Law Internship, South Africa
  - All projects at Antelope Park
9. A maximum of 30 impacts can be given for social media engagement
10. A maximum of 10 impacts can be given for your testimonial and five photos
11. Impacts are not valid during a sale period or in conjunction with any special promotion African Impact are offering
12. Flights, insurance, CRC checks and all additional costs will not be covered by African Impact, and will be the responsibility of the Ambassador
13. Impacts can be used by the Ambassador or shared with friends or family
14. Proof of activities that earn impacts must be sent to [alumni@africanimpact.com](mailto:alumni@africanimpact.com) to be registered on the system. Proof can be in the form of:
  - Screenshots, particularly for social media engagement
  - CC'ing in [alumni@africanimpact.com](mailto:alumni@africanimpact.com) when you make a referral or are yourself a referral