

Fur The Brand Ambassador Program Overview

First of all, thank you for your interest in becoming a Fur The Brand Ambassador or Ambasadog! If you've landed here, that means you're following along and we appreciate each and every one of you.

Fur The Brand is a registered 501(c)3 nonprofit association that provides support and financial assistance to families whose pet faces a cancer or critical health diagnosis that requires veterinary care that they are unable to afford.

We know, firsthand, how ruff unexpected costs like this can be and are on a mission to help as many humans with this burden so that they can continue caring for their beloved pets. After all, they are family.

With the help of our Ambassadors and Ambasadogs, we will continue growing our reach so that we can make an even bigger impact.

Fur The Brand Mission Statement:

Fur The Brand is a women owned and led foundation on a mission to provide financial assistance to pets who face a cancer or critical health diagnosis requiring extensive veterinary care in which their owners are unable to afford. We are dedicated to spreading awareness and relieving owners of the financial burden of canine cancer.

What Is A Fur The Brand Ambassador?

A FTB Ambassador is someone who, most importantly, wants to help animals in need. As an Ambassador, you will help Fur The Brand on our mission to raise awareness for canine cancer, raise donations for urgent medical treatments and help grow Fur The Brand's presence in your local area!

Ultimately, an Ambassador spreads the word about a brand or business that they love and support. They want to share the brand and its message with their family, friends, and followers.

Ambasadogs, same for you. You just have 4 legs and a human doing the work for you.

What Do You Do?

An ambassador shares a brand's content and mission with others through many channels such as word of mouth, social media, events, and more.

They may do this by:

1. wearing Fur The Brand merchandise (human and pets)
2. posting and sharing Fur The Brand content on your personal, social media channels
3. helping to grow Fur The Brand's following
4. raising donations via Fur The Brand's PayPal

Qualities/Requirements Of An Ambassador

Must be a US resident

Must be 18 years of age or older

Must have active social media accounts

A Fur The Brand Ambassador is someone who:

- is excited to share Fur The Brand's mission in fighting canine cancer and helping to grow the brand's following base in your local area
- is passionate and genuinely loves helping animals at risk, in shelters, etc.
- is comfortable sharing brand-related content on their social media accounts
- enjoys communicating with others and is comfortable approaching others about the brand and fundraising/raising donations
- shares the brand's values

Benefits

As a brand ambassador you will receive these benefits:

- occasional recognition/reposts/mentions/tags on our social media and website
- professional development- gain new skills in marketing, communication, social media, etc.
- ability to share feedback on Fur The Brand's programming, marketing and initiatives
- exclusive opportunities to attend events, if local
- possibility of receiving free merch/products, at Fur The Brand's discretion

Core Responsibilities

1. The ambassador will either share the brand's content on their (the ambassador's) social media accounts. When the brand has a new campaign, makes an announcement, receives new product arrivals, attends an event, etc. the ambassador will share the news on their social media accounts as well as share the news via other channels discussed earlier.
 - a. The ambassador may be asked to post content including the brand's giveaways, events, or stories. For instance, if we are running a contest/giveaway we may ask you to post it to social media with designated hashtags.
2. Ambassadors will raise electronic donations for Fur The Brand via the Fur The Brand PayPal.
 - a. No cash donations will be accepted.
 - b. In order to receive recognition for your donor's contribution, they must make the donation via PayPal and write your (Ambassador's) name in the NOTES section.
3. The ambassador will be encouraged to represent the brand by wearing merchandise and sharing giveaways with the brand's products.
 - a. Ambassadors will receive Fur The Brand merchandise in Welcome Package.
 - b. Ambassadors will never be asked to purchase the brand's products. We will however, at times share discount codes if you choose to do so for use in promotional photos and for representing the brand by wearing/using the products.
4. Ambassadors will share Fur The Brand's mission with their personal network outside of social media. It should be noted that we will never ask you to shove every announcement in your friends' and family's faces as we understand that this can be annoying for the other parties involved. :)

Communication Protocols

All communication will occur via email and our monthly Ambassador Newsletter in order to streamline communication. All tasks, files, updates, and video meeting information (if necessary) will be shared via email.

Terms and Conditions

Fur The Brand has the power to remove any ambassador from the program at any time at its sole discretion. If an ambassador is removed from the program, the ambassador will be notified before the removal, and all permissions will be removed from the ambassador including, but not limited to social media, website content, and discount code access.

Inappropriate use of discount codes is prohibited. Ambassadors should not share their personal discount code with anyone and should not falsely use the discount code for their followers. Ambassadors cannot use the discount code that they share with others, themselves to gain extra store credit per our rewards program. Inappropriate use of discount codes results in immediate termination from the program.

If there is an extended period of time in which the ambassador does not participate in communicating, then FTB may drop them from the program.

These terms are not all-inclusive and can change at any time. FTB has the final authority regarding what is and is not allowed in the ambassador program.