Ambassador Toolkit

This ambassador toolkit provides guidance for language, images, and messages to use for outreach about Foundation Center's web portal, YouthGiving.org.

In order to support and scale this movement, we need to make sure people use **YouthGiving.org** how it was intended - as a gathering place for young people and the adults who support them to *raise their voices* by sharing expertise, stories, resources, news, outcomes, and ways to engage in grantmaking. **Help us get the word out!**

Why? Because it will help us build the platform and strengthen more youth giving programs around the world!

Use this ambassador toolkit as a resource to make spreading the word easy—feel free to copy/paste any of the newsletter blurbs, social media posts, or descriptive language we've used here to share YouthGiving.org with your own networks.

Images are a great way to make your social media posts, newsletters, and other outreach more exciting. Please see YouthGiving.org/spread-the-word to download images.

Please contact youth@foundationcenter.org with questions about using this toolkit, and **THANK YOU** for helping us share this website and raise awareness of the youth giving movement!

YouthGiving.org Style Tips:
To be consistent with our brand platform, we ask that you use these style guidelines when writing about YouthGiving.org!

- Short-hand style: YouthGiving.org (capitalize the Y and G)
- Long-hand style: YouthGiving.org, a project of Foundation Center
- YouthGiving.org's voice is optimistic, friendly, dynamic, caring, and passionate.
- YouthGiving.org is a place that welcomes all those interested in youth grantmaking-- regardless of age, experience level, or existing knowledge

Features:
- **Funding Map:** The data set on the funding map includes foundation funding from 2001 to the present in support of youth philanthropy programs and data on grants made by youth grantmakers in those programs to organizations in their communities ("youth-driven grants"). At launch these "youth-driven grants" totaled more than 3,500 grants worth over $14.7 million dollars and the data set is constantly growing!

- **Program Directory:** The program information compiled in the program directory was collected from websites and direct outreach to organizations active in youth grantmaking. This directory collects and shares information about youth giving programs around the world to foster connection and collaboration.

- **Resources:** The resources in our Learn section are pulled from IssueLab, which works to more effectively gather, index, and share the collective intelligence of the social sector. The collection includes case studies, videos, reports, and other resources useful to those engaged in youth philanthropy or looking to get involved in the youth giving movement.

- **Expert Posts:** Our expert posts aim to share strategies, approaches, tips, and tools that build knowledge and catalyze the youth giving movement worldwide.

Key Messages:

For youth:
- YouthGiving.org is the place to explore, share, and connect with young people from around the world who are creating real change.
- YouthGiving.org is a hub for youth who want to raise their voices and create change in their communities.

For adults:
- YouthGiving.org is a resource to catalyze youth grantmaking by raising awareness and elevating the voices of youth transforming communities around the world.
- YouthGiving.org offers the most accessible, comprehensive, and up-to-date destination for anyone interested in youth grantmaking.
- YouthGiving.org is the online gathering place to connect with others, share innovative practices, and access comprehensive data for invaluable insight into one of the most dynamic movements in grantmaking.

Newsletter Blurbs:

For funders and nonprofit professionals:
- Youth worldwide are raising their voices by granting funds that transform lives and communities. Now, there's a new gathering place for this dynamic movement: YouthGiving.org connects young people and adults interested in grantmaking to the knowledge and inspiration they need to effect change. This global hub provides free access to case studies, expert perspectives, funding data, and a directory of more than 800 youth grantmaking programs. Explore YouthGiving.org

For youth audiences:
- Do you want to make change in your community? Check out YouthGiving.org to see how young people like you are making grants to help nonprofits that work on issues they care about! Join the youth giving movement and raise your voice! Explore YouthGiving.org

Email Messaging:

Below is some general messaging about what YouthGiving.org is, some of its most exciting features, and how it can help a variety of people in their work to adapt for your outreach efforts. Our main goal is to get people to click the link, visit the website, then let the content speak for itself! Feel free to tweak this email template as you see fit.

Dear ____,

Get involved with one of the most dynamic movements in philanthropy! YouthGiving.org, a project of Foundation Center, is a website to inspire, connect, and inform youth grantmaking. This is the first time that youth grantmakers' efforts are being tracked and showcased in one place. The site is a rallying point where anyone interested in youth grantmaking can go to raise their voice.

This platform has useful tools for anyone interested in youth grantmaking, such as an interactive funding map tracking grants data, a detailed program directory of youth grantmaking programs around the world, hundreds of resources to explore, and advice from experts involved in the youth giving movement. Check it out at YouthGiving.org, and we hope this resource can be helpful to you in your work!

Best,

Collecting Grants Data:

Help us collect more funding data for YouthGiving.org by adapting the email language below and attaching the eReporting template, and eReporting instructions to your message!

Download eReporting template [Excel File]
Download eReporting instructions [PDF File]

Sample Email Outreach

Dear _____,

Foundation Center's website, YouthGiving.org, is a web portal designed to raise awareness of the depth and breadth of youth grantmaking, build knowledge around process and strategy, and drive collaboration and action within the youth grantmaking movement. This free, public platform includes case studies, program models, an interactive funding map, and other resources useful to both adults and youth worldwide engaged in or curious about youth grantmaking.

We want make the platform as comprehensive as possible, and we're reaching out to you now so you can be part of it. The funding map paints a picture of who is funding what and where in youth giving, and this picture isn't complete without YOU! To get on the map and elevate your work as it relates to the larger field, **please consider sharing your grants data with Foundation Center.**

I have attached our e-reporting template as well as instructions about how to report your grants data to this email.

Please contact youth@foundationcenter.org and egrants@foundationcenter.org if you have any questions, we are so excited to have your support in growing this platform for youth grantmaking!

Best,

THANK YOU!

We hope this toolkit has provided you with the knowledge necessary to be an ambassador for YouthGiving.org! Thank you for helping grow the youth giving movement and being an advocate for youth leaders! Please reach out to youth@foundationcenter.org with questions or concerns.