



Ambassador Guide for the Purple Ribbon Virtual Event

Thank you for agreeing to be an ambassador for the Purple Ribbon Virtual Event!

Although the event is virtual this year, we need to make every effort to match the participation of the in-person events from past years.

Being an ambassador is easy. Your job is to invite at least 10 generous guests who believe in ATV's mission or who want to raise their awareness of domestic violence, sexual assault and human trafficking. You will be supported every step of the way.

When should I start inviting guests?

As soon as possible. Everyone has a busy schedule, so best to start early. The advantage of a virtual event is that you can invite out-of-state friends and family, too. Guests can register themselves at <https://atv-pre.eventbrite.com>.

As an ambassador, will I have to sell tickets to the Virtual Event?

No. Unlike many fundraising events, attending the Purple Ribbon event is free for you and the guests you invite.

What if people decline but want to learn more about ATV?

You may direct them to our website www.alternativestoviolence.org, our Facebook page or they can contact our office at 970-669-5150 to arrange a tour of our office and/or shelter when it is safe to do so.

As an ambassador, is there a minimum amount of money I need to raise?

No. As an ambassador, your job is *not* to fundraise for us! At no point will you need to ask your guests for donations. Your role is simply to invite friends who you think would be moved by the work that we do at Alternatives to Violence.

Although this is a fundraiser, there is no minimum contribution required.

You and your guests should give solely based on how moved you are by our presentation and how passionate you are about our mission.

Although there's no minimum contribution required to attend, your guests should know in advance that they will be asked to give throughout the course of the program. We will give you the talking points you need to make this clear.

What if I can't find 10 people to attend?

You will be surprised at how many people you know once you start making calls. Put a list together of co-workers, friends, neighbors, relatives, etc. If you feel you need some support, please contact Kari Clark at 970-669-5150 or kari.clark@alternativestoviolence.org.