



Global Ambassador Program



**Ambassador Toolkit:
How to Light Up YOUR World!**



Ambassador Toolkit

This toolkit is designed to assist you with outreach for One Million Lights and fundraising for your goal as a Global Ambassador. The toolkit Includes:

A Solar Light

Information about One Million Lights, the problem we strive to address, the mission and the impact we will have in the global community

Information on the Solar Lights and its design

Activity: Setting Goals for Your Fundraising Initiative

Activity: Brainstorming about Outreach

Activity: Mapping your Network

Donor Solicitation Letter

Toolkit Evaluation

We hope that the toolkit will help you reach your fundraising goal as well as guide you through documenting the distribution and identifying a local leader. Also if there is anything that you may need assistance with that is not covered in the toolkit please contact OML for further information.



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Being Informed

As a Global Ambassador for One Million Lights, potential donors, co-workers, friends and family may ask you questions about the organization and the lights you will distribute. It is important to know the mission of One Million Lights, what makes us different from other non-profits and how we will make a difference in the world.

The Problem:

The need for clean, safe lighting in impoverished areas is urgent.

- Over 1.6 billion people worldwide lack access to electricity. To avoid being plunged into darkness at sundown, they depend on kerosene lamps that represent a significant economic burden and create many environmental and health risks.
- Families may spend up to half of their income on kerosene, even though it provides inadequate illumination and is responsible for 1.5 million deaths from burns and respiratory illnesses annually—62% of which are children.
- The rural poor are the largest users of kerosene, often walking great distances to purchase it. Our lights help families shift wasteful kerosene cost to productive investments in education, nutrition, and healthcare.
- Used 4 hours a day, a kerosene lamp emits over 100 kg of carbon each year. Consequently, the worldwide combustion of fuel for lighting results in 190 million tons per year of carbon emissions.

Lack of clean, safe lighting is only one of many problems facing those at the bottom of the economic pyramid. We believe that providing clean solar lights creates a ripple effect of positive change that will ultimately help individuals to lift themselves out of the debilitating cycle of poverty.

In remote, impoverished areas, there is a lack of infrastructure and funding to support an electrical grid, which would allow access to light. And although solar lights have existed for many years, local indigenous communities lack awareness of them and have no ability to purchase solar lights.



The Mission:

Our goal is to identify high-need areas such as the ones described and create local programs to provide solar lights that enable children to study, adults to earn more income, decrease preventable accidents and health problems caused by kerosene, and also reduce greenhouse gases.

Compared with households that rely on kerosene, solar lighting users are healthier without the negative effects of kerosene such as stinging eyes, upper respiratory infections, and burns from accidental fires. Solar lighting means a cleaner environment while still moving the developing world towards prosperity. Simply put, One Million Lights provides a tool to help families improve the way they live in a sustainable manner.

Our global distribution programs are gender neutral, and targeted at that segment of the population that cannot afford a light on their own. We have found that these people are completely dependent on kerosene, are highly motivated to improve their lives, but cannot afford a solar light. Our programs are centered on schools, healthcare providers, and village artisans.

The Impact:

From our preliminary research and data, if we distribute 1,000,000 lights to remote villages of the rural world, each year we will:

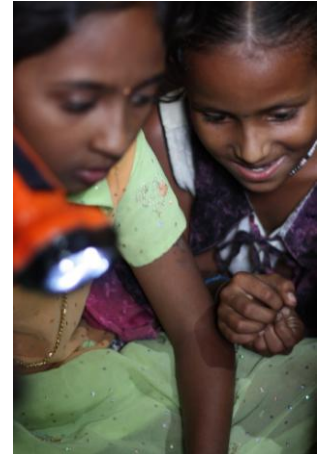
- Allow 2.5 million children and their families to enjoy clean, solar light rather than using kerosene lamps
- Add 6 billion hours of safe study and work in the home
- Detoxify and make more enjoyable the 11 billion hours that would have been spent in close proximity to a harmful kerosene lamp
- Enable our light recipients to save 1/4 of their income and repurpose it towards items like medicine, education, food, and clothing
- Offset 1 million tons of carbon emissions - that's 100 kg of carbon/family!

Through the work of our volunteers and interns, we will be able to stay in contact with our in-the-field partners to monitor light usage and ensure that lights are working properly.



Defining Your Goals

Setting goals before beginning any project is a great way to stay on task and focus on what you want to get done. Before you begin fundraising for One Million Lights, list three goals you would like to accomplish by the time you complete the matching program. They can be anything from the number of people you would like to recruit to become Global Ambassadors to any particular skills you might want to develop like public speaking.



Goal #1:

Goal #2:

Goal #3:

Now that you have listed your goals, keep in mind that you can share them with others, especially people such as potential donors and friends. Remember to revisit your goals periodically for any changes.



Brainstorming about Outreach

Identify five groups or clubs at your school or in your community that could help spread the word about One Million Lights. They can be cultural, sports or even professional clubs.

A _____ B _____ C _____ D _____ E _____

Identify five people that could help spread the word about One Million Lights. They can be friends, teachers, school administration, co-workers or even family!

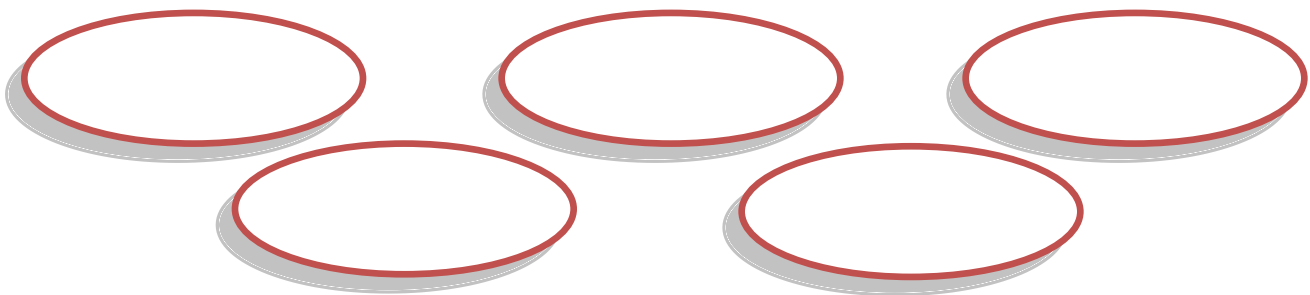
A _____ B _____ C _____ D _____ E _____

Identify five places that you could hold events, put up a table, flyer, or put posters up that will target the most students, workers or community members.

A _____ B _____ C _____ D _____ E _____

Now go back to each of the people, places and things you identified and rank them 1-5 on which have the most influence.

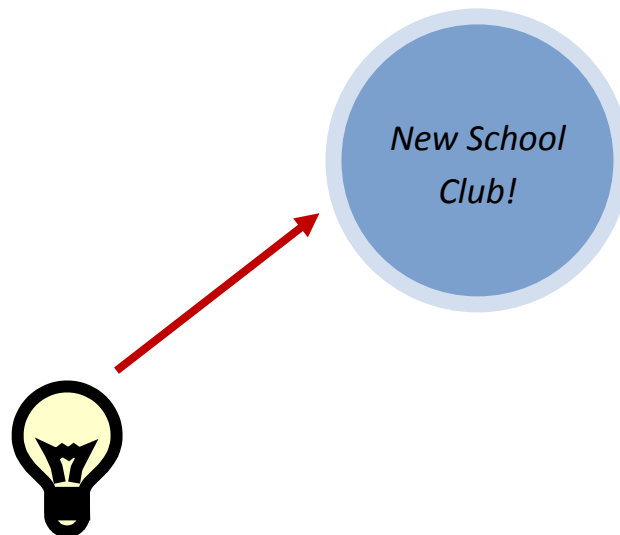
From the fifteen things you've identified, choose five that you would like to target for outreach and fundraising.





Networks

Time for you to build a web of networks and spread the word about One Million Lights and your goal! There are numerous ways to do this, but first you have to pick a target audience, such as your student body or co-workers. There are many ways to get community members attention and inform them about One Million Lights. There are assemblies, community meetings, clubs, class room presentations, email a listserv, and social gatherings... just to list a few. So many possibilities!



Make your own web! Think back to the school mapping worksheet and the five main people, clubs and places you came up with. Expand on potentials ways to spread the word.



Documenting Distribution

Photos

- Please provide photos of children or adults receiving the lights (better if you take the light out of the box for this). Close-up of faces as well as full size are required. All pictures should ideally have the solar light in them. Photos of children reading in the light, using it for the first time, or enjoying other uses are some good examples.
- Please review the website www.onemillionlights.org to get examples of photos.
- Important to have pictures of both girls and boys.
- It is okay to have a few shots without the light.
- A few photos of the surroundings such as school, classroom, home, village scene, landscape, etc are strongly encouraged.
- Pictures should be taken in the highest quality settings that is possible.
- Creative shots would be great, too.
- Ideally you want to send at least 25-50 good pictures per school/village. Best if you send all the pictures you take so that editing and selection can be done by OML.

Videos

- Ideally take a video of the children using the light, playing, their daily life, the family life and village life. Please take up to an hour of footage so that you or other OML representatives can edit and create a short video. If you cannot take an hour of video, anything you can do will be helpful.
- You can also interview an adult who can speak about the benefits of the light for their community and thanking the donor for the light. If the spoken language in the video is other than English a written translation is necessary.
- The video should include day as well as night shots to emphasize the use of the light. If shots in darkness are difficult then evening light is also fine.
- You could also follow a single child through the day and create a video of 'a day in the life of' video.

Stories

Please follow as many children or families as possible through their typical day and write about them in detail. It is necessary to get their names, where they are (village, country) and ages of the people to make it authentic. The story should match to a photo.

Thank You Notes to Donors

Please have the recipients write or draw a picture of their thoughts as they think of the donor who is providing the lights.

It will be great if each child or member of a household writes a note or draws a picture.

Please note that it is extremely important to have the name of the child, age of the child, name of their school and their village.

Submission: Please save photos, videos and stories onto a USB. Additional documents related to stories (such as children's drawings or thank you cards) should be dropped off or mailed with the USB to OML.



Identifying a Local Leader

We don't simply distribute lights and leave. We establish our programs with a local leader who can monitor and service the lights in a village or school. We subsequently learn from these distributions. We deliver a single, life-changing tool and build a robust distribution network that effectively connects supply and demand at a global level.

Please identify a local leader in the community that OML can follow up with in the future and contact for information regarding the use of solar lights. Also, please provide them with OML contact information so that they can contact us as well.

Name: _____

Mailing Address: _____

Phone Number: _____

Email: _____

Skype: _____

IM: _____





Ideas for Outreach

There are a many different ways to do outreach. The following are just a few ways to spread the word about OML for students. Be creative and have fun!

Class Presentation: Are you learning about international development or covering a community in the world that lacks basic resources? Talk to your teacher about arranging a time for you to make a short presentation about One Million Lights to your classmates. Practice presenting in front of a mirror, family and friends and think of ways to connect what you're talking about to the audience. Bring in your solar light so that your classmates can see what they would be investing in.

Start a Club: Talk to your friends and classmates to see if they are interested in starting up a club with you at school. You could sign up as a group to be Global Ambassadors and donate lights to a community of your choice. You would have a team to work with on presentations and any other future projects. Each semester or school year you can fundraise for a different community.

Sponsored an Activity: Set up a table during lunch, at a fair, or a school rally. Pass out OML flyers and information. Show people the solar light. Tell them about what your goals are and the impact the lights will have.

Virtual garage sale/ house party/birthday

Evaluation

We would like to know if the toolkit was helpful in your endeavors to fundraise and conduct outreach for One Million Lights. Please submit answers to these questions once you have completed the Global Ambassador Program.

- I. What goals did you set for yourself at the beginning of your project and were you able to accomplish them?
- II. Was the toolkit helpful? Is there anything you would recommend to add or change to it?
- III. What tips would you give to future Global Ambassadors?

Thank you once again for becoming a Global Ambassador!