



The 70/30 Campaign

70/30 Ambassador Role Description

Would you like to be part of a ground-breaking campaign that is helping to protect infants and children in the UK from harm through a primary prevention strategy?

Would you like to understand how this is possible?

Would you like the opportunity to influence local politicians and key decision makers?

Would you like to use your passion and enthusiasm to encourage other people to take action and be part of the change?

If you're passionate, motivated and like standing up for what you believe in, The 70/30 Campaign may be what you are looking for. We certainly need you! Read on to find out how you can volunteer to help The 70/30 Campaign today.

Why we need you.

The 70/30 Campaign needs help to engage local politicians and decision-makers, to raise awareness of the cause and to raise vital funds to keep us going! Our 70/30 Ambassadors play a vital role in representing the campaign in their communities at local events and functions, spreading the word about our work and in raising funds.

What does being an Ambassador involve?

Essentially it is about having conversations with people and spreading the word. Conversations with people you know, with friends and family. Conversations with people at work. Conversations with young people who are about to become parents. Conversations with parents of babies and young children. Conversations with parents of adolescents. In your local area, you might want to have conversations with people whose work involves dealing with people who may have suffered abuse or neglect. And you will have the opportunity to talk to key decision makers in your local community, local and national politicians, your Councillors, your MP.

The 70/30 Campaign is looking for anyone who wants to play a part in reducing child maltreatment. This means bringing your own particular passions, strengths and capabilities to the cause. You won't be expected to do anything you are not comfortable with.

What could you bring to the campaign?

You don't have to work alone. You'll join a group of enthusiastic and motivated people from your local area who are likely to be of varying ages, from a variety of backgrounds and whose work and/or life experience has taken them to many different places. In other words, each of us brings something unique to the group. The list below offers some examples of strengths and capabilities useful to any local 70/30 group:

- Writing – letters, articles etc.

- Meeting people e.g. MPs face-to-face
- Public speaking
- Coordinating groups
- Getting more people involved in the cause
- Running events
- Fundraising

There are **5 main areas of activity** that an Ambassador might get involved in.

<i>Area of Activity</i>	<i>Ambassador Action</i>
<i>Spreading the word</i>	Share the campaign with family, friends and colleagues through word of mouth and on social media. Also, through any networks or groups you belong to. You might arrange to give a short talk or invite people around for tea / coffee and chat informally.
<i>Networking with local services</i>	Get to know local service providers. It's an essential element of building a 70/30 network in your community. As people dealing with the outcomes of child maltreatment, many will become passionate advocates for 70/30. They can also provide valuable local information and contacts.
<i>Engaging the local community</i>	Raise awareness locally of the 70/30 Campaign through different activities e.g. street stalls, pledges, knowledge sharing events, fundraisers etc.
<i>Using local and national media</i>	Publicity validates your campaign and gives your community something to Tweet about and post on Facebook. Build relationships with local publicity / media outlets and local radio.
<i>Engaging with local and national politicians</i>	Meet with your local councillors and your constituency MP. Use your passion and knowledge to influence them and help them to see the importance of primary prevention as a priority. Encourage them to endorse 70/30 and ultimately become 70/30 champions.

How much time do you need to commit?

All ambassadors are invited to attend a monthly national conference call on the first Tuesday of each month from 7-8 pm. These calls are a fantastic opportunity for ambassadors to talk with one another and share their individual experiences. The sessions are also used for campaign training and there are often guest speakers. It is all about helping ambassadors to feel comfortable in their role

and to become more knowledgeable over time.

The work you put in to the campaign is entirely down to the individual and how much time you have to spare around other commitments. For example, you might write a letter to your local councillor or to the local press. You might set up a meeting with your MP which could involve some preparation time as well as the time for the meeting. You might choose to publicise the campaign at a local event, set up a stall, and do a talk. All this is far easier with support – so, if you can enrol a few group members your impact will go through the roof! It is all about what you feel able to offer, bearing in mind that the whole purpose of the campaign is to get it out to as many people as possible!

What skills do you need?

Each Ambassador will bring their own skills and experience to the role. Here are some examples of such skills:

- Social media skills
- Organisational skills
- Writing skills
- Note taking
- Interpersonal skills
- Proof-reading skills
- Market research experience
- Public speaking skills
- Connections (e.g. with media, schools, local council, NHS, mental health etc. etc.)
- Fundraising
- PR / publicity / media
- Involvement in local community
- Passion for the cause
- Ideas!

Do you need to have previous experience of campaigning?

Don't worry - you don't need to have any experience in political campaigning. All ambassadors are offered comprehensive training, through a mix of workshops, eLearning and one-to-one discussions. Additionally, we provide you with lots of training materials such as a group action pack and checklists, template letters and tip sheets. There is also a dedicated team at WAVE Head Office who are there to provide you with all the support you need along the way.

Do Ambassadors receive any training or support?

70/30 Ambassadors are at the heart of our campaign. We invest a lot of time in supporting our Ambassadors in the knowledge that a well-supported volunteer is a tremendous asset to our campaign and invaluable in helping us reach our goal.

Prior to starting any actions with the rest of your group, each Ambassador will be given training by the 70/30 staff at WAVE. Training sessions are delivered online, so you can do them from the comfort of your own home! Each session lasts up to 1 hour. Sessions will cover an induction process, some 70/30 theory, a virtual tutorial on measuring and logging your progress using the 'impact tracker' along the way and finally a fun workshop covering all 5 main areas of activity.

Additional to training, Ambassadors have the support of a team of 70/30 staff at the WAVE Trust office in South London. Staff are more than happy to help you whether you have a doubt, query, concern or simply want to share your successes. Email info@70-30.org.uk or phone 020 8688 3773 to speak to a member of staff.

Where will you be based?

Home! This role will be based within your local area, with the option to attend events further afield should you wish to.

I'm interested. How do I get involved?

Great! To join our network of 70/30 ambassadors you will need to fill in a short form which you can find on our [website](#). If you have any other questions or would like more information on becoming a 70/30 Ambassador, please do not hesitate to get in touch – our staff are more than happy to help in whichever way they can.



The 70/30 Ambassador Group for Richmond with local MP, Vince Cable