

## Ambassador Manual

When you become a Small Steps Ambassador, you become a part of our team. This means that you share our ideas about how we can live a better, more respectful life on this planet.

As an Ambassador for Small Steps, your ultimate role is to be a representative for the project within your area. Generally, this means that you will act as the local Small Steps contact and be responsible for receiving bags from Small Steps and distributing them. You will also be receiving donations for the bags and will be responsible for channelling these funds to Upasana and the Small Steps project.

In addition to dispensing the bags, we also rely on you to help spread the Small Steps message. Start by telling your neighbors, family and friends why you no longer use plastic, and move on from there. Below are several ways you can out to your community and share Small Steps. Please note that these are only guidelines and suggestions: we trust in your creativity and initiative and we appreciate any contribution you can give to Small Steps.

Please consult the Small Steps website and contact us at [smallsteps@upasana.in](mailto:smallsteps@upasana.in) for communications and presentation materials.

### Ambassadors' Steps

- **Communication**

We welcome and encourage you to spread the message of Small Steps. Please remember, though we want to share our bags, **it is the message that is most important**. A few methods we recommend:

- Send out press releases to local newspapers and magazine about Small Steps. Then follow up with lifestyle or features' editors before giving presentations, encourage them to cover the project.
- Give radio or television broadcasts on local news shows: call a station, ask for a program director, explain Small Steps and ask if there is a program you could be a guest on.

In this regard, we ask you to act as our liaison, and while you spread the message to others, communicate your progress with us. Let us know what we can do to continue to make an impact and forward us any press clippings or news coverage you receive. Please contact us or consult the website for Press Release Templates and images.

- **Education**

It is never too early or late to plant the seeds of environmentalism. Taking the time to speak at schools, universities, community groups and civic organisations can have a huge impact.

- Call people you know in civic or community groups that could be interested. Contact local chapters of Rotary clubs or you Chamber of Commerce. Ask if there is a time when they will be discussing environmental issues in the community and volunteer to give a Small Steps presentation.
- Contact the principal of a school in your area. Explain the project and ask if there is a time for you to speak to the students. Many schools will have

science or social studies units devoted to the environment, try and coordinate your presentation with the scholastic schedule.

- During summer months, contact kids camps in your area. Call your local YMCA, scouts and guides, and similar student youth groups and find a time to present Small Steps.

We have pre-arranged power points and presentation materials for adults which can be found on <[www.smallsteps.in](http://www.smallsteps.in)>. Classroom presentations and materials for children will be coming soon.

- **Distribution**

Spread the bags through your community and beyond. As you speak and educate others, share the bag and the Gift Economy concept and encourage donations upon receipt of the bag. Also consider the following:

- During holiday seasons, many companies seek unique gifts for their employees. Contact the office managers of businesses in your area and suggest using Small Steps bags as corporate gifts. We have recently initiated a design concept where corporate logos can be incorporated into the Small Steps bag design.
- Contact the managers of local farmers' markets or organic grocers and ask to set up a Small Steps table to distribute bags on Saturday mornings.
- Look into environmental expos, Earth Day parades and eco conferences in your area. Contact organisers to arrange Small Steps presence there.

Consistently remind people with each bag that the goal is to eliminate plastic waste. E-mail [smallsteps@upasana.in](mailto:smallsteps@upasana.in) to receive more bags.

- **Networking**

Connecting individuals and companies to Small Steps is an invaluable tool for the project. Creating buzz about this project not only leads to more reusable bags, and more jobs for rural women, but also less plastic overall. You can achieve this by:

- Calling local government officials and meeting to discuss plastic bag alternatives within your community. Discuss with them specifically the waste management process of your area. Look into the amount of plastic waste and what is being done with it. Suggest spreading the Small Steps message to cut down on plastic bags and budget expenditures.
- Get in touch with local retailers and discuss shifting from plastic to reusable bags. Look at the financial aspect. Ask them to calculate how much they are spending on plastic bags and encourage them to offer a corresponding discount for customers who bring a reusable bag.
- Meet with environmentally conscious businesses and share with them the Small Steps presentation. Ask them to spread the message to their employees and clients.

Please contact us or consult the website for presentations, outreach letters and various communications materials to help you better network.

- **Fundraising**

Though a portion of the bags, the 'Red Tag' line, are sold through retailers, the cost is intentionally kept at a bare minimum to facilitate a wider acceptance and adoption of reusable bags. Small Steps also carries a Green Tag line of bags that are distributed under a Gift Economy status. These bags are passed out for free to school children,

local villages and Ambassadors around the world, offering an immediate solution to the build-up of plastic waste. Donations and fundraising are appreciated to support all of these efforts. For a ways to support our 2009 projects, please consult our 'Contribution Details' document.

**Please remember that the goal of *Small Steps* is neither the financial profit nor the product, but spreading the message of a plastic alternative. We have a wide range of communications materials available to better assist you as an Ambassador, please contact us or check our website for sample outreach letters, press releases and presentations. Feel free to contact us with any further question or support materials.**

## Contact Information

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