**SPREAD THE WORD ABOUT SVP—BE AN AMBASSADOR**

What if every Partner invited ten people to learn more about SVP? And what if even just one out of every ten people joined?  **What could SVP Seattle accomplish if we were 1,000 strong?**

You can help us get there as an SVP ambassador!  New partners bring fresh skills, perspectives, and resources.  And the bigger our circle becomes, the greater our impact on each other, our Investees, and our community. SVP is our Partnership.  Let's make it stronger together!

**OUTREACH IS EASY**

Wear your SVP hat. Use every opportunity to tell friends and colleagues about SVP. They’ll be *honored* you thought of them. Sound daunting? Or just not sure where to start? You’re not alone. That’s why we have these four easy steps.

**#1 Make a List.**

Develop a list of people who might be interested in SVP. Think BIG.

* Current and former work colleagues
* Neighbors and friends
* Professional associates
* Alumni contacts
* Parents at your kids’ school
* Service providers (including lawyer and/or financial advisor)
* Fellow Board Members and others you work with in the community

You can then narrow your list to folks who are likely to be comfortable with SVP’s $6,000 minimum annual contribution (or $2,500 for partners under the age of 35).

**#2** **Extend Invitations**.

We make outreach easy by hosting informal Prospective Partner Receptions to introduce people to SVP. All you have to do is invite them. These fun evenings are held in Partners’ homes in Seattle and the Eastside and are listed in SVP’s [events calendar](http://www.socialventurepartners.org/seattle/calendar/category/prospective-partner-event/), where people can RSVP online.

To help you get started and to save you time, we provide a [sample email](https://connect.socialventurepartners.org:8443/display/SA/Email%2BTemplate) for reaching out to your colleagues and friends – just cut, paste, customize and send!

**#3 Share Your List.**

Send your list of prospective Partners to Megan Bartot (meganb@svpseattle.org). This will help us coordinate recruitment and follow-up. Please let us know if you do or don’t want us to contact the people on your list, and we’ll make a note. This helps us track everyone in one database, but still keeps the decision about future communications in your hands. We also like to know who has referred a new prospect.

**#4 Follow Up.**

If you don’t hear back, follow up with a short reminder. If someone can’t attend a reception but wants to learn more, offer to have a Staff or an Outreach Team Member talk to them about SVP. In addition, you can let them know the dates of future receptions for prospective Partners.

**HAVING TROUBLE DEVELOPING YOUR LIST?**

Just think, do you know someone like ...

**Gina: Generous Citizen** - Life’s been good to Gina and she wants to give back and have an impact on our community by sharing her time and treasure.

**Isabel: Issue Activist** - Isabel is passionate about early learning, K-12 education, youth development, and/or the environment. She may be interested in systems change and wants to share her skills with nonprofit organizations and have more impact.

**Paul and Peggy: Philanthropic Parents** - Paul and Peggy are trying to raise compassionate, socially responsible children. They would enjoy our Family Service Group projects and might have teens who could be part of Social Venture Kids.

**Tom: In Transition** - Tom is at a transitional time of life. He’s new to town, between jobs, an empty nester, retiring. He is looking for new projects and people to work with and wants to use his expertise for maximum impact.

**Ivan:  Social Impact Investor** - Ivan wants to invest his philanthropic dollars in organizations that have been “vetted” by a group of smart peers through rigorous due diligence. However, he’s too busy to devote any time to volunteering with non-profits.

**Rachel: Rising Professional** - Rachel is under 35 and wants to put her professional skills to use in the nonprofit community. She is interested in philanthropy, the social sector, and SVP’s investment areas, and she is eager to expand her network of engaged philanthropists.

**AMBASSADOR EXTRAS**

There are many other easy ways to wear your SVP hat.

* **Sport a Sticker.** While you may not have an actual hat, you can sport an ”Ask Me about SVP” sticker on your water bottle, phone, or notebook.
* **Identify yourself with SVP.** Add SVP Seattle to your resume, Facebook info, and/or LinkedIn profile.
* **Like Us.** Check out SVP Seattle’s Facebook page, “like” us, and invite your friends to do the same.
* **Share SVP.** See a newsletter article or an SVP video that you enjoy? Forward it, tweet I,t or post it on your wall. [You can find many of our stories here!](http://www.socialventurepartners.org/seattle/news-events/stories/)

**QUESTIONS?**

Please check out our [online resources](https://connect.socialventurepartners.org:8443/pages/viewpage.action?pageId=7996659) or contact Janet Levinger, SVP Outreach Team Chair (janetl@jl.com).