

RIVERKEEPER.

Community Ambassador and Champion Program

The importance of a strong citizen membership base for Riverkeeper is tantamount to the importance of the cases we fight in defense of the Hudson River environment and New York's drinking water. For this reason, Riverkeeper has launched our Community Ambassador Program, a volunteer lead movement to increase Riverkeeper's reach into the New York and Hudson River communities, from the 5 boroughs to Albany, building support for the work we do in defense of their health by protecting the precious water resources we all rely on.

WHAT

Increase awareness of and support for Riverkeeper; activate and educate the public of your community about the current threats to the quality of 9 million New Yorker's tap water in the Croton, Delaware, and Catskill watershed systems, as well as the environmental issues challenging the health of our Hudson River.

HOW

Facilitate relationship building between Riverkeeper and...

- ...Green Social Groups, such as BizBash and Green Drinks
- ...Executive councils, chambers of commerce, local government agencies, conservation planning associations
- ...Green charity groups, such as EarthShare
- ...Your place of business or work and your coworkers
- ...Community partners, such as libraries, schools, congregations, farmers markets
- ...River "users" such as kayakers and swimmers, athletic facilities

Increase community organization for Riverkeeper by...

- ...Leading campaign related activism
- ...Attending community, recreational, musical, or other types of local events as a Riverkeeper representative to get the word out! All materials, in field preparation, answers to FAQ's and case information provided by us!
- ...Involving Riverkeeper in your next recreational event - increase attendance through our network and help us build on ours at the same time!

Becoming a Champion to increase membership and financial support through...

- ...Hosting and organizing an event to benefit Riverkeeper such as a clean-up or a themed party
- ...Requests for donations to Riverkeeper as part of your next birthday, anniversary, or holiday function
- ...Collaborating on a recreational event with Riverkeeper- increase attendance through our network and help us build on ours at the same time!
- ...Activating your school- for example: start a fundraising drive, have a bake sale, give a gift of financial support for a presentation about the Hudson and NY watershed by one of our team members
- ...Your other creative ideas about how to get the Riverkeeper word out and bring supportive members in!

This is a great opportunity to contribute to the protection of *your* local environment by supporting New York's leading clean water advocacy group while keeping your resume active and strong. There is no minimal time commitment, though your passion and responsibility to your environment are a must! Conference calls for the Community Ambassador and Champion program are held on the third Wednesday of every month. To join us in our next call, please contact Heartie Look at hlook@riverkeeper.org or (914) 478 4501, ext. 252