

# **RIVERKEEPER**<sup>®</sup>

## **Ambassador and Champion Action Ideas**

There are many ways to be a Riverkeeper Ambassador- choose one of the actions listed below, or think of others! Review the examples of what some of our current Ambassadors and Champions are doing for even more inspiration. Each and every effort you make, every person you reach out to, is another drop in the bucket toward safeguarding the drinking water for 9 million people and protecting the Hudson River from pollution for all to enjoy. We thank you!

### ***At School...***

- Host a presentation to fellow students or campus environmental club about Riverkeeper
- Have a bake sale for the Hudson!
- Make Riverkeeper part of the curriculum for your science class
- Host a fundraising drive for the Hudson. Top dollars raised may receive a gift of appreciation!
- Have an information table on campus one day or at a school activity fair
- Put up a poster or two in school, work with the school library to make Riverkeeper literature available to students on a common information table or likewise
- If your school works on charity music concerts, propose Riverkeeper to be the co-host and benefitting charity of choice

### ***Online...***

- Set up a personal fundraising page at and share it with your friends, family, and others.  
Go to: **[www.firstgiving.com](http://www.firstgiving.com)**
- Tell your friends, family, and others to Riverkeeper through eBay's nonprofit site, Mission Fish.  
Go to: **[www.missionfish.org](http://www.missionfish.org)**
- Social Networking sites- share Riverkeeper with your contacts on sites like Facebook, MySpace, and Twitter

### ***Recreation Groups or Your Favorite Pastime...***

- Tell your gym, kayak crew, swimming team, or other sports group you are involved with about Riverkeeper, host a sporting event for the river!
- Let Riverkeeper know if there is an upcoming sports event that we could help by inviting our members or otherwise. For example, Riverkeeper members would be interested in a kayak relay and increase the success of such an event, while we would be able to connect with some of the river "users"!
- Promote our "I Bottle My Own" stainless steel water bottles to your group of choice. Personalize it with the co-branding option!

### ***Congregations...***

- Have a speaker from Riverkeeper give a presentation to your congregation
- Get Riverkeeper involved with special charity fundraising initiatives in your spiritual institution
- Invite the members of your congregation to Riverkeeper events as attendees or to be a volunteer

### ***Events...***

- Host an event at your business or home to benefit Riverkeeper. In the past, Ralph Lauren has hosted a shopping event from which Riverkeeper received a percentage of the day's proceeds. We received an unsolicited \$500 donation from a 5 year old who requested a donation to Riverkeeper at his birthday party. Follow his lead!

### ***Green Markets...***

- Connect Riverkeeper with your local green market; represent Riverkeeper to the farmers and the public that attends as often as you are willing and able. We'll provide all materials; you provide education to your community about their vital water resources and what Riverkeeper is doing about it for their protection!

### **Current Ambassador and Champion Activities**

- 1) One young woman Ambassador coordinated a benefit concert in December of 2009 at WESPAC arts center in Westchester to benefit Riverkeeper. We are grateful for the \$100 of support to Riverkeeper that was donated by attendees and even *more* appreciative for the many people who now know about Riverkeeper because they were at the show. Before the music began, our Ambassador spoke about Riverkeeper's mission and why it is important to be aware of our local water safety challenges, and to come to together as a community like they did for the concert.
- 2) Two Ambassadors are respected authors of new books who bring Riverkeeper bookmarks with them to their book events, and they put them each book sold. Reading is good for you, and so is clean water!
- 3) A third Ambassador is a retired professional and will visit more than 12 yacht clubs along the Hudson this spring and summer, presenting Riverkeeper's story and mission to encourage involvement and membership. Boating on the Hudson is a lot more enjoyable than it was 40 years ago when we began our work and there were tires floating down stream amongst garbage and auto body paint, let's keep it flowing towards a positive future together!