

Changing the Future of Spinal Cord Injury

Spinal Research Ambassador Role Description

Spinal Research Ambassadors are a group of passionate supporters with one common goal - to cure paralysis. Our ambassadors play a key role in promoting Spinal Research. This might be within the local community, via personal and professional contacts, or online. They also champion fundraising by encouraging others to fundraise for us, and when possible, doing so themselves.

Ways you can support us as an ambassador:

- We have several key fundraising pushes throughout the year. We'd love you to join and help promote these events.
- To help raise awareness of the charity we hope you will follow us on the social media channels you use. We will then occasionally ask if you can help share key pieces of content to your network.
- You may know individuals, organisations, or companies that we should be connecting with. We'd love to hear your suggestions and have an introduction to them!
- We would appreciate your feedback and input so we will keep in touch via a few online questions at relevant intervals.
- We'd love to feature you and your story on our website and social media channels and will ask you to do so during your ambassador journey.

Some other suggestions as to how you could help:

- Deliver talks at different events and in the community to promote the work of the charity.
- Volunteer at events such as collections and help recruit potential supporters.
- Contribute ideas to the fundraising and communication team to grow income and increase awareness.
- Get involved with SCI awareness day (May) by raising awareness or funds.
- Attend different webinars with researchers to help spread the word of our research.
- Get involved with special projects such as promoting challenges or coming up with fundraising ideas.

How we will support you:

- We'll send you an induction pack with information about Spinal Research and a pin badge.
- We will keep you briefed with updates and newsletters so you can talk about our work confidently.
- We can send speaker notes and key message guidance, if required.
- We will send invitations to join Spinal Research events throughout the year - for example Wetherby Races.
- We will provide the opportunity for you to meet with other ambassadors and members of the Spinal Research team.

