

Remember The Wild Ambassador Program

Program Description

The Remember The Wild Ambassador Program is a charitable initiative through which Remember The Wild seeks to support individuals within our community who are doing an extraordinary job of promoting the values we hold dear. We seek ambassadors who inspire others to connect with nature and who work hard to conserve or promote the cause of native biodiversity.

We choose to support individuals who are passionate and positive and who are committed to inspiring others to be the same. By supporting such people, and helping them to achieve their goals, we aim to further our own mission and better connect people with the natural world.

Scope of Program

Support Services offered

- Marketing and PR
 - Brand development
 - Production of promotional materials
 - Campaign planning and coordination
 - Engagement and Communications strategy
 - Press releases
- Content creation
 - Online articles
 - Photography
 - Video production
 - Podcasts
- Social Media
 - Training in effective social media use
 - Social media content creation
 - Social media posting and scheduling
- Events and Outreach
 - Event management and promotion
 - Stakeholder engagement
 - Networking and partnerships
- Project Management
 - Training and advice
 - Planning and execution
- Mentorship
 - Informally through RTW team
 - Formally through connections with RTW networks and contacts



Cross Promotion

In return for offering assistance with the above, Remember The Wild asks that our ambassadors take every reasonable opportunity to promote our brand. This includes, but is not limited to, having our branding visible at events you attend or host, on your website, and on marketing materials. Verbal or written references to our supporting role are also encouraged. The added publicity you can provide us with may go along way towards increasing the good work we do, such as our Ambassador Program and other initiatives.

Engagement Obligations

From time to time, Remember The Wild may request that our Ambassadors attend or partake in various engagement opportunities, such as speaking at public events. Ambassadors will be provided with sufficient notice and support for engaging in such activities.

Intellectual Property

Projects and initiatives that Remember The Wild assists an ambassador with remain the intellectual property of the ambassador unless otherwise agreed to in writing. Concepts developed in collaboration between ambassadors and Remember The Wild should outline intellectual property terms in a statement of work prior to project commencement.

Compensation

The Remember The Wild Ambassador Program is a charitable initiative, and as such its purpose is not to generate revenue for our organisation. Nevertheless, funds may at times be required in order to provide the best service possible. While many supporting activities can and will be provided for free, financial compensation will mean more time and effort can be allocated to assisting an ambassador with their goals. To this end, Remember The Wild is open to exploring joint funding opportunities with our ambassadors in order to maximise our collaborative impact.

Ambassador Criteria

Values

We choose to support individuals who we believe live and demonstrate the following values:

Education

- Individuals who are creative and encourage curiosity in others, and whom inspire people in our community to learn and grow.

Environment

- Individuals who are passionate about our natural places and the native biodiversity that live there, who support conservation and promote the positive stewardship of our environment.

Community

- Individuals who promote diversity, social cohesion, and the wellbeing of individuals within our community.

Science

- Individuals who endorse the scientific method and evidence-based decision making, and who are furthering scientific research and/or scientific literacy in Australia.

Goals

Remember The Wild Ambassadors must demonstrate their commitment to the above values through their work. As such, they must be able to clearly explain and demonstrate how their project(s) relate to at least three of the five goals listed below:

1. Creating Connections

- Strengthen existing and cultivate new relationships between people and the natural world
- Explore novel means of engaging people with nature, such as through the arts and new technology

2. Supporting Conservation

- Raise the profile of conservation initiatives and organisations
- Find novel means of preserving native biodiversity
- Improve the resources available to conservation initiatives and organisations

3. Communicating Science and Natural History

- Improve the scientific literacy of the Australian public
- Raise the profile of scientists and their research relating to the natural world

4. Advancing Science

- Help fill knowledge gaps relating to the science of environmental attitudes and conservation psychology
- Enhance the capacity of communities to research and understand their local biodiversity and ecosystems

5. Fostering Community

- Improve the health and wellbeing of people in the community
- Foster opportunities for community collaboration and contribute to a greater sense of social cohesion

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