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GVI Ambassador **HANDBOOK**

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OF IMPACT



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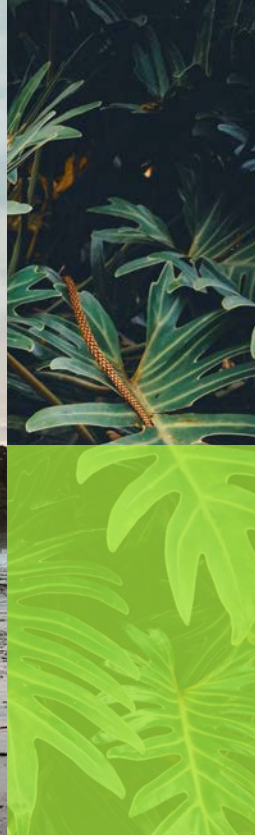
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1. Meet THE TEAM



**AMANDA
STONE**

Head of Brand
Advocacy & Events

**MARIA
INGRESO**

Alumni & Ambassador
Coordinator



**KATHERINE
CLARK**

Outreach
Assistant

**TIFFANY
SOLOMON**

Event
Coordinator



Hi, I'M MARIA...



MARIA INGRESO

Alumni & Ambassador Coordinator

I'm Maria, the Ambassador and Alumni Coordinator at GVI. I'll be your main point of contact for all things ambassador related. You can reach me at maria.ingreso@gviprograms.com if you have any questions, comments, suggestions, or if you simply want to chat! If I am ever offline, one of my colleagues from the outreach team will happily step in – they're all lovely, so you're in good hands!

I'm currently living in the Mother City, Cape Town, where I studied Marine Biology and Oceanography. I didn't really want to venture into academia, and that's when I found GVI in 2021. I love meeting new people and chatting about anything and everything! I've also recently started learning to create digital art (not as easy as I thought!) and I enjoy indoor and outdoor rock climbing.

I'd love to get to know more about you. So please sign up to become an ambassador and let's connect!



2. About the AMBASSADOR PROGRAM

The GVI Ambassador Program aims to build a global network of passionate individuals making a difference.

As an ambassador, you earn credits by completing various activities to offset the cost of your next GVI program.

Your efforts will encourage more participants to join our sustainable animal conservation and community development initiatives.

Learn more and sign up [here](#).



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STAY CONNECTED

Stay connected with GVI staff and other alumni and ambassadors.
Join one, or all, of the relevant groups!



**LINKEDIN
GROUP**

[LinkedIn Alumni group](#)



**FACEBOOK
GROUP**

[Facebook Ambassador group](#)



**WHATSAPP
GROUPS**

[GVI UK Ambassadors](#)

[GVI EUR Ambassadors](#)

[GVI USA Ambassadors](#)

[GVI Canada Ambassadors](#)

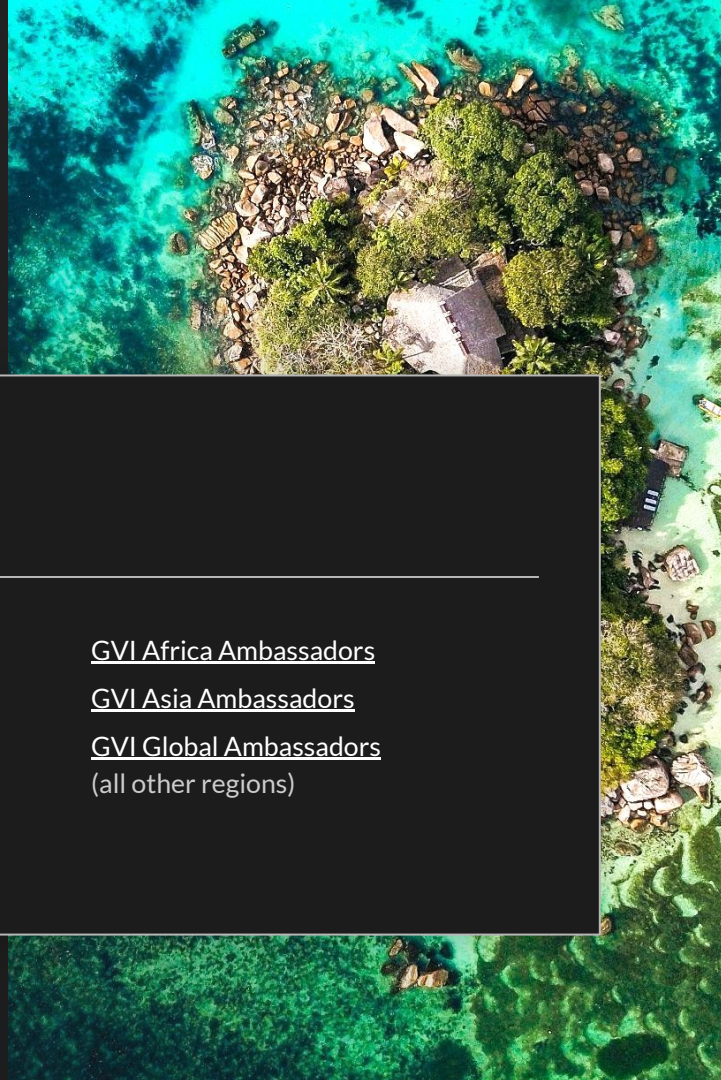
[GVI AUS/NZ Ambassadors](#)

[GVI Africa Ambassadors](#)

[GVI Asia Ambassadors](#)

[GVI Global Ambassadors](#)

(all other regions)



3. Credits

CHEAT SHEET

ACTIVITY	POINTS	ACTIVITY	POINTS	ACTIVITY	POINTS
Sign up	20	Share GVI social media posts	10	Refer an ambassador	20
Leave us reviews (you &/or your parent)	25-175	Comment on GVI social media posts	5	Add GVI on your LinkedIn profile	10
Complete our impact survey	50	Speak at a GVI Open Day	100	Fundraise for GCP	1+
Send us a written and/or video testimonial (you &/or your parent)	100	Represent GVI at an event (virtual/in-person)	100-200	Speak at an info session (groups alumni)	100
Send us your content (photos/videos)	10+	Host a GVI presentation/info table	100	Secure bookings for GVI group trips (teachers/chaperones)	50+
Chat with a future GVI participant	100	Facilitate a GVI introduction at your school/uni/company	50	Ad hoc (market research, content requests, hold stock, etc.)	TBC
Tag GVI on social media	10	Refer a participant to a GVI program	100-500		

4. Ambassador ACTIVITIES

There are a variety of activities you can get involved with to earn ambassador credits!

Choose which activities you want to participate in, and when – no commitment required! Every now and then, we also send ad hoc requests, such as surveys, which you can complete for credits.

So keep an eye on your inbox, as well as GVI Ambassador Facebook and WhatsApp groups for those opportunities.

Read on for an outline of current activities and what each entails.



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SIGN UP

Learn more about the GVI Ambassador Program and sign up [here](#).
We'll give you 20 credits as a thank you to start you off!



LEAVE A REVIEW

Leave us a review on one, or all, of the platforms listed below to earn credits. Just a few sentences about your GVI experience is perfect!

If your parent(s) helped you book or pay for your program, they are also eligible to leave reviews and we will give you their credits! To claim your credits, simply screenshot your review(s) and email it to [Maria](mailto:maria@gvi.org).

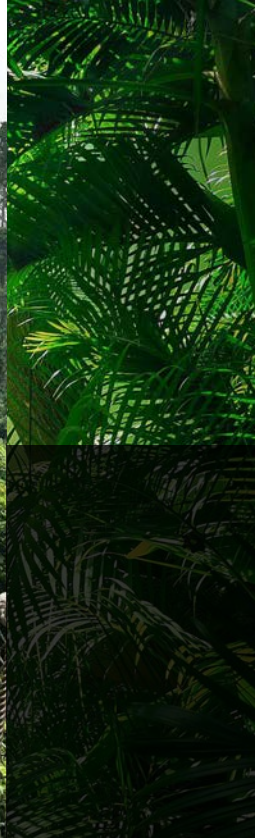
Google review (25 credits)

- [UK & Europe](#)
- [USA](#)
- [Canada](#)
- [Australasia](#)
- [Other](#)

[Trustpilot](#) review
(100 credits)

[Facebook](#) review
(25 credits)

[Go Overseas](#) review
(25 credits)



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COMPLETE OUR IMPACT SURVEY

We want YOU to be a part of our next impact report! Your voice matters, and we'd be thrilled if you took a moment to complete the survey corresponding to your program. Your input will make a real difference, helping us showcase the incredible impact we've achieved together.

The best part? As a thank you for your contribution, we'll give you **50 credits** and a special shout-out in the acknowledgements section of the report.

Ready to jump in? Take the survey that aligns with your GVI program and let your voice be heard:

[Conservation program survey](#) OR [Community program survey](#)

To claim your credits, simply screenshot the final "Thank you" page and email that to [Maria](#).



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SEND US A WRITTEN AND/OR VIDEO TESTIMONIAL

We love hearing about your experiences, and so do our future participants! So, we're offering you **100 credits** for a video or written testimonial, accompanied by 10 of your best photos (including one of you). If your parent(s) was involved in your program at all, they can send a testimonial, too! We may use your testimonials in marketing campaigns on social media, our website, newsletters or other email campaigns.

[Here](#) is a helpful resource to guide you through the video recording process.

THINGS TO INCLUDE IN YOUR TESTIMONIAL:

- Who are you, and where are you from?
- Which program did you do?
- How did you get involved with GVI?
- What were the staff/instructors like?
- How do you think this experience will benefit your future career prospects?
- How did your GVI experience impact your awareness of the issues to which you were exposed?
- Do you feel more empowered now to make an impact? If so, why and how?
- Did your GVI experience enhance your soft skills? If so, how?
- What are some of the things you learnt about yourself?
- What advice would you give someone joining a GVI program?

Please note that testimonials need to be fit for marketing purposes and we reserve the right to award credits based on whether content received is fit for use. For questions or to submit your testimonial, email [Maria](#).



SEND US YOUR CONTENT

Send us your content to use! We love receiving photos and videos of what you got up to on your GVI program. Your content also helps us keep our platforms looking fresh and up to date. If you're keen to share your content for use in our marketing materials, that would be great! In fact, we'll thank you with 10 credits per image we use and 1 credit per second of video footage we use.

HERE'S THE TYPE OF CONTENT WE LOVE TO SEE:

- You're wearing your GVI T-Shirt – or any T-shirt that isn't branded.
- Photos are landscape/horizontal.
- Unedited content works best.
- Action shots of you or other participants while you're having fun on base, doing project work, etc.
- Shots of your base, the space where you worked, projects in progress.
- The walk or drive to work, etc.
- Images from any tourist attractions visited or fun activities you did in your spare time.

Not sure what to send us? Feel free to share a Dropbox folder or Google Drive folder with us. We'll review your content and let you know which images/video footage we'd like to use, and award your credits accordingly! For questions or to submit your content, email [Maria](mailto:maria@gvi.org). Content submitted may be used for marketing purposes online or in print materials. GVI retains the right to use this content, but will always try credit the creator.

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CHAT WITH A FUTURE PARTICIPANT

Chat with a future GVI participant and you can earn 100 credits!

Sometimes, before committing to a program, a prospective participant may want to chat with a GVI ambassador about their experience. This allows them to feel more comfortable and confident when going through the application process.

If you're happy to share your experience with a prospective participant, please let us know! This will likely be someone who is similar to you in age/gender or who wants to do the same program you did.

An introductory email will be sent, linking you to the participant, and from that point you're free to continue the conversation privately via email or arrange a phone call to chat.

Note: we will never disclose your contact details without your permission.



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POST ABOUT GVI ON SOCIAL MEDIA

We love it when you spread the word about us on social media. Share your thoughts, photos, videos and any other GVI related content on your social media platforms to earn credits! For each post on Facebook, Instagram, TikTok and LinkedIn, we'll give you 10 credits. However, they need to meet the criteria set out below to qualify.

T&Cs

1. The social media account used to share GVI related posts must be public and must have over 150 real followers.
2. The content shared must adhere to GVI's **policies** (eg. no touching animals, hugging young children, or doing anything that looks unsafe, etc).
3. The correct GVI handle must be tagged visibly in the first sentence of your caption or visibly on the image or video.
4. Screenshot must be sent to **Maria** within 1 month of post being published.
5. Credits for social media content are capped at 1 post per platform per day and/or 250 credits per month. (Whichever is reached first.)

If you don't post often but are still active on social media, you can also earn credits by sharing our posts or commenting on them! Earn 10 credits for each GVI post you share, and 5 credits for each post you comment on. However, T&Cs 1, 4 and 5 of the above still apply.

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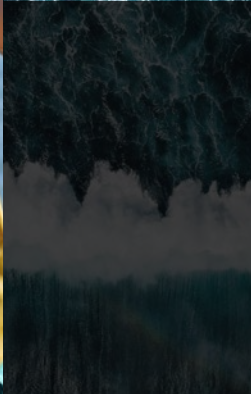


ADD US TO YOUR LINKEDIN PROFILE

Did you know you could add GVI to your LinkedIn account as an educational institution you attended?

Plus, if you do this, we'll thank you with **10 credits!**

To claim your credits: email a screenshot of this completed activity to [Maria](mailto:maria@gvi.com).



SPEAK AT AN OPEN DAY

Did you know you could be a guest speaker at one of our Virtual Open Days?

Spend a few minutes sharing highlights from your GVI experience with people who were once in your shoes! Speakers will receive 100 credits for their time and efforts.

If you're keen to present at an Open Day, email [Maria](mailto:maria@gvi.com) and let her know!



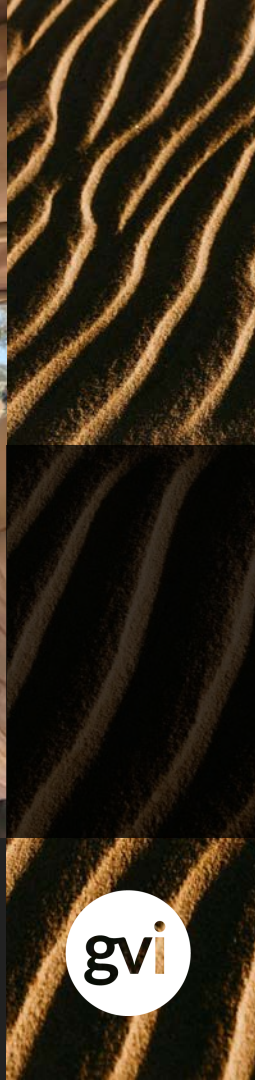
REPRESENT GVI AT AN EVENT

We're often invited to attend events like expos, study abroad fairs, career fairs etc, all around the world, as well as online!

To represent us at these events, we call on our ambassadors. For in-person events, this usually involves standing at a table, chatting to people about your GVI experience and handing out flyers. For online events, this usually involves creating a presentation and sharing a little about your experience with others in a webinar-style meeting. We send you everything you need and will provide you with all necessary training!

Ambassadors who represent GVI at events receive a minimum of 100 credits. We also cover all necessary transport costs (up to £70 max or your local currency equivalent). If you are keen to attend events on our behalf, please let **Maria** know!

Note: When attending these events, wear your GVI T-shirt, if possible. Otherwise, any unbranded clothing will do.



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HOST A GVI PRESENTATION/INFO SESSION/INFO TABLE

We love it when our ambassadors take the initiative to spread the word themselves! Whether you are at school, university or you're a working professional, you likely know people who might be interested in joining a GVI program.

If you're keen to host an info session, info table or give a presentation to a group of people, let us know! We will gladly send you all the materials you need and give you training, if required. We'll also cover transport costs up to £70 (or your local currency equivalent) and thank you with a minimum of 100 ambassador credits.

Remember to reach out to **Maria** prior to hosting one of these so she can provide you with resources and upload your credits when you are done.

Note: When hosting these events, wear your GVI T-shirt, if possible. Otherwise, any unbranded clothing will do.



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FACILITATE AN INTRODUCTION TO YOUR SCHOOL/UNI/COMPANY

Do you know of a school, university or company that would be interested in hearing about GVI?

Introduce us and we'll thank you with 50 credits! You could facilitate this introduction via email, or on a Zoom call. If the introduction results in a group booking, we will thank you with an additional 250 credits!

To begin introducing us to your connections, please email [Maria](#).



REFER A PARTICIPANT

We're pretty sure you know a few people who might be keen to join a GVI program.

Did you know that if you refer them to us, you could earn a referral bonus of up to 500 ambassador credits or £500 cash (or your local currency equivalent)!

- See [our website](#) for T&Cs and how to qualify.
- When you have made a successful referral, Maria will reach out to you to let you know and request your payment information.

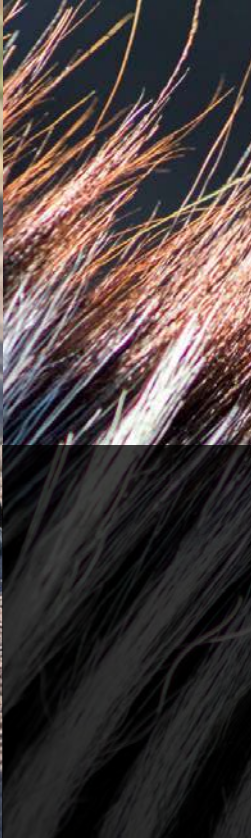
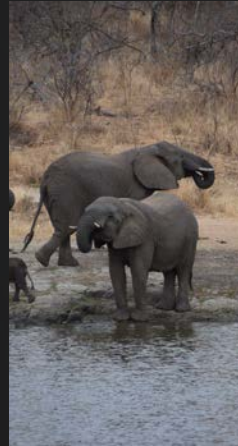


REFER AN AMBASSADOR

Do you know other GVI participants/alumni who want to become ambassadors?

Tell them about the Ambassador Program! If they sign up, we'll give you 20 credits.

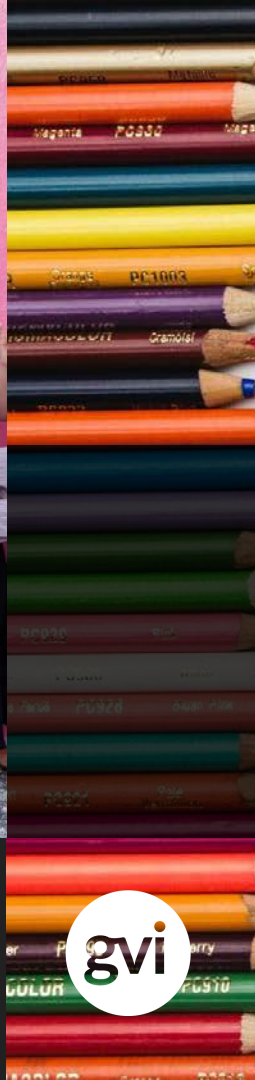
To qualify, email [Maria](mailto:maria@gvi.com) and cc the future ambassador in communications.



FUNDRAISE FOR THE GVI FOUNDATION

Fundraise for the GVI Foundation and earn 1 credit for every £5 raised!

For more information about The GVI Foundation, how to fundraise and how to claim your credits, please email [Maria](mailto:maria@gvi.org).



SPEAK AT A PARENT INFO SESSION

Note: This activity is for alumni who have taken part in a GVI group program.

We often host info sessions at schools who are thinking about doing a GVI group trip! These take place online and in person. We love having an ambassador there to talk about their GVI experience so students and parents can better understand what to expect!

If this is something you're keen to do, please let **Maria** know.

We thank these ambassadors with 100 credits AND an Amazon gift card!



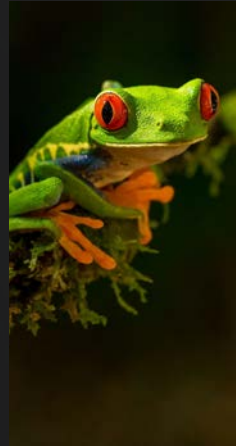
SECURE BOOKINGS FOR A GROUP TRIP

Note: This activity is for alumni who have served as teachers or chaperones in a GVI program.

Are you a teacher or school trip chaperone who is keen to lead a GVI group trip? If so, let us know! We'll equip you with all you need to get this off the ground, and 50 credits for each non-refundable booking on your trip! Email [Maria](#) for more information.

IMPORTANT:

- A minimum of 10 students is required for a group to travel.
- Credits are only allocated once the trip is confirmed and bookings are paid for in full and non-refundable.

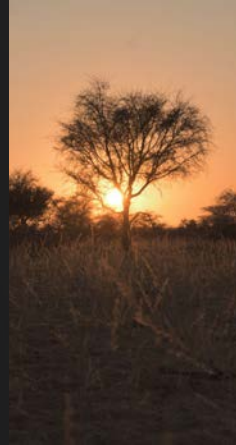


AD HOC ACTIVITIES

Every now and then, we send out ad hoc requests to ambassadors for which we offer credits!

These activities may include (but are not limited to) market research (focus groups, surveys, etc.) requests for specific types of content (images or video footage) or carrying out various on-the-ground activities.

Keep an eye on your inbox, or watch our Facebook and WhatsApp groups to capitalise on these opportunities!



5. FAQs

WHERE DO I CHECK MY CREDIT TOTAL?

Email [Maria](#) to find out. We suggest keeping track of this on your end, too.

WILL MY CREDITS EXPIRE?

No. Your credits will never expire.

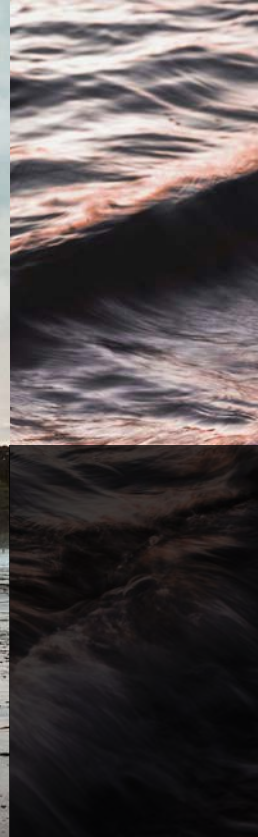
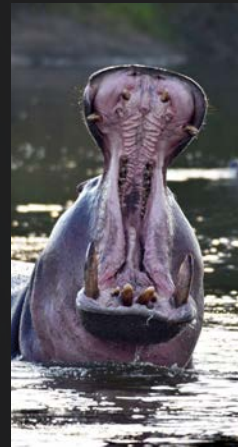
HOW DO I REDEEM MY CREDITS?

- Let [Maria](#) know how many credits you would like to use on your next program. Maria will then contact the relevant parties.
- The remaining cost will be communicated to you.
- You can even gift credits to someone else by letting Maria know.



6. T&Cs

- T&Cs are subject to change and can be confirmed by a GVI staff member at the time of booking.
- At certain times of year or with particular programs or destinations, GVI may not allow or may limit the number of ambassador credits that can be allocated to your program.
- Ambassador credits (in conjunction with the returnee voucher) can be used to pay up to 60% of a GVI hub program fee.
- Ambassador credits are non-refundable and not redeemable for cash.
- The only discount that may be used in combination with ambassador credits is the returnee discount.
- Ambassador credits cannot be used to pay for any add-ons, accommodation upgrades or Bushwise programs.
- Ambassador credits cannot be used to pay for program extensions.
- Ambassador credits may be gifted to friends and family!



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7. Contact US

maria.ingreso@gviprograms.com

OR

alumni@gviprograms.com



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ASIA
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Hope to connect
WITH YOU SOON!

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