



Overview

Alumni Ambassadors are former Bigs and Littles who step into a leadership role to champion Big Brothers Big Sisters of Dane County (BBBS). Drawing on your personal mentorship experience, you will inspire others, raise awareness, and contribute to the growth of a stronger, more connected community of supporters. This is your opportunity to turn your BBBS story into leadership, advocacy, and meaningful impact.

This program is launching as part of BBBS's 60th anniversary, which will serve as an opportunity to celebrate six decades of mentorship and build a foundation for long-term alumni leadership and sustainability.

Why This Role Matters

Alumni Ambassadors transform their personal BBBS experience into leadership, advocacy, and fundraising that directly strengthen the organization. Their stories inspire trust, attract new mentors and donors, and help ensure that every child has the opportunity to thrive. Ambassadors are the voice of BBBS's legacy and key to sustaining its mission for the next generation.

Key Responsibilities

- **Lead Alumni Fundraising:** Serve as a peer fundraiser, engaging friends, family, and professional network to support youth mentoring programs. Help advance alumni-led giving campaigns, donor storytelling, and special events that strengthen BBBS's financial sustainability. BBBS will provide fundraising toolkits, messaging guides, campaign templates, and other materials.
- **Share Your Story:** Bring your BBBS journey to life through events, media interviews, and social media campaigns. Your authentic story will inspire others to get involved and demonstrate the transformative power of mentorship. BBBS will provide storytelling training, talking points, and other content ideas.
- **Collaborate and Lead:** Partner with BBBS staff, board members, and fellow alumni ambassadors to plan events, grow community engagement, and shape alumni-led initiatives. Contribute ideas that expand outreach and strengthen alumni connections.
- **Support Signature Initiatives:** Participate in approximately 2-4 events per year, such as the Dream BIG Gala and community events that elevate BBBS's visibility and highlight the lasting impact of mentoring relationships. BBBS will coordinate all event planning and provide you with a clear role and talking points for each occasion.

Qualifications and Expectations

- Former Big or Little with BBBS of Dane County
- Completion of ambassador onboarding and training modules in storytelling, fundraising, and community engagement
- Commitment to participate in ambassador activities, events, and periodic check-ins to help track impact and program growth

Time Commitment

Ambassadors serve a one-year term, with an initial 2 hours allocated for training and an estimated 1-4 hours per month dedicated to events and outreach activities. This includes participating in approximately 2-4 events per year, as well as flexible involvement in fundraising campaigns, social media storytelling, or other activities that align with your schedule and interests.

Benefits of Becoming a BBBS Alumni Ambassador

- Make a lasting impact
- Stay connected with the BBBS community
- Personal and professional growth
- Recognition and involvement

Join Us

Step into a role where your voice, experience, and leadership make a lasting difference. Become a champion for mentorship and help create brighter futures for children across Dane County.