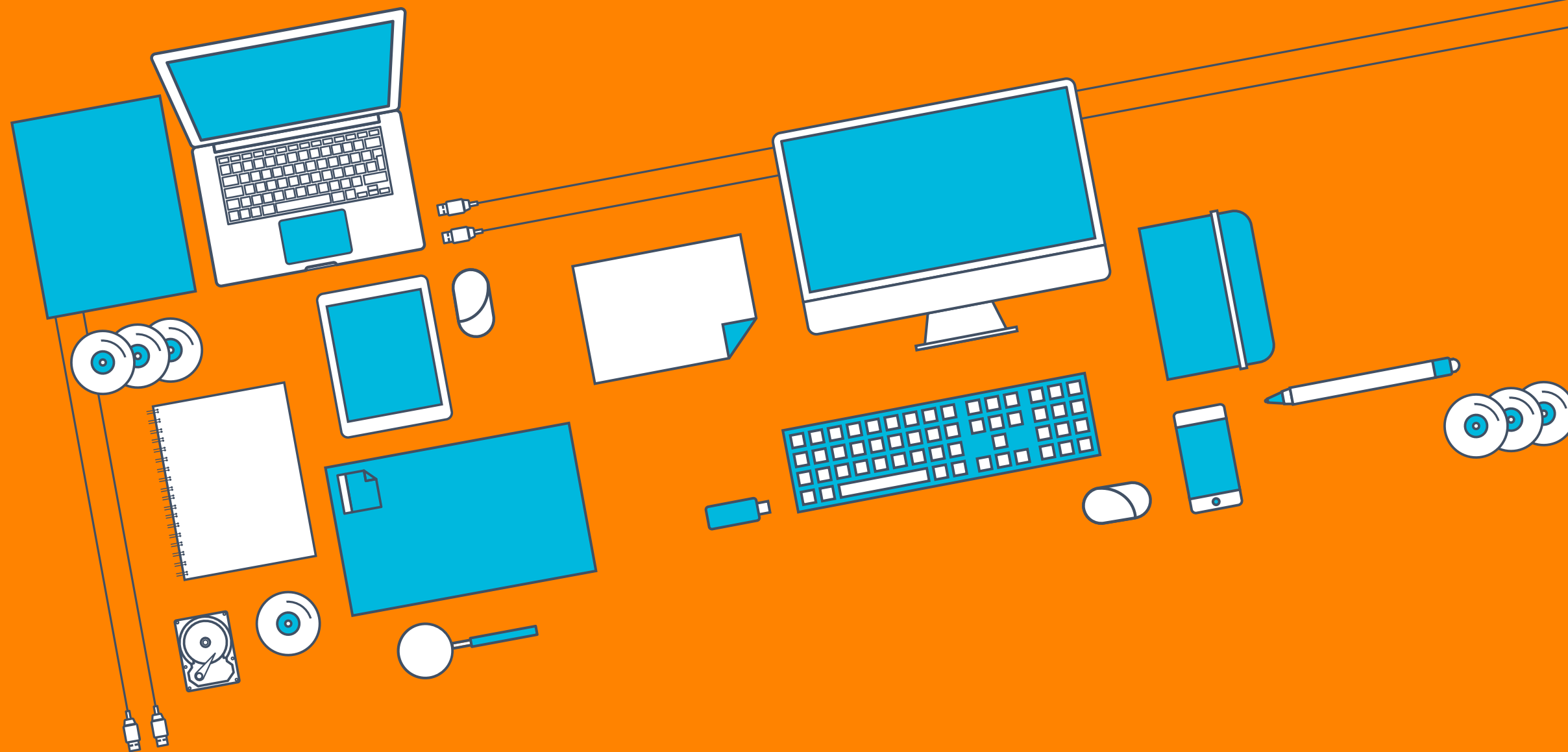


techsoup

# Ambassador Toolkit



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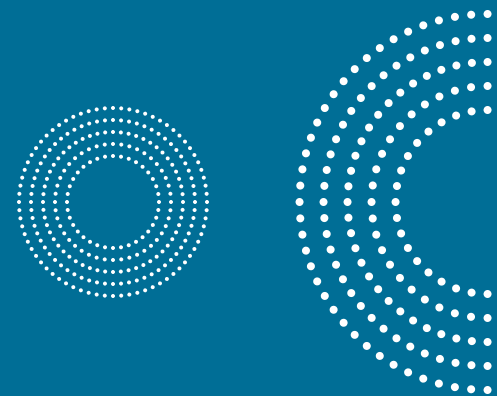
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# About TechSoup

A trusted partner for three decades, TechSoup connects organizations and people with the resources, knowledge, and technology they need to change the world. We have partnered with 66 of the world's leading civil society organizations to provide digital platforms and in-person experiences that enable people to work together toward a more equitable world.

While 851,000 organizations rely on our services, the number of organizations that have yet to hear about us continues to grow.

Published by TechSoup

*Ambassador Toolkit*

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# TechSoup Ambassador Program Details

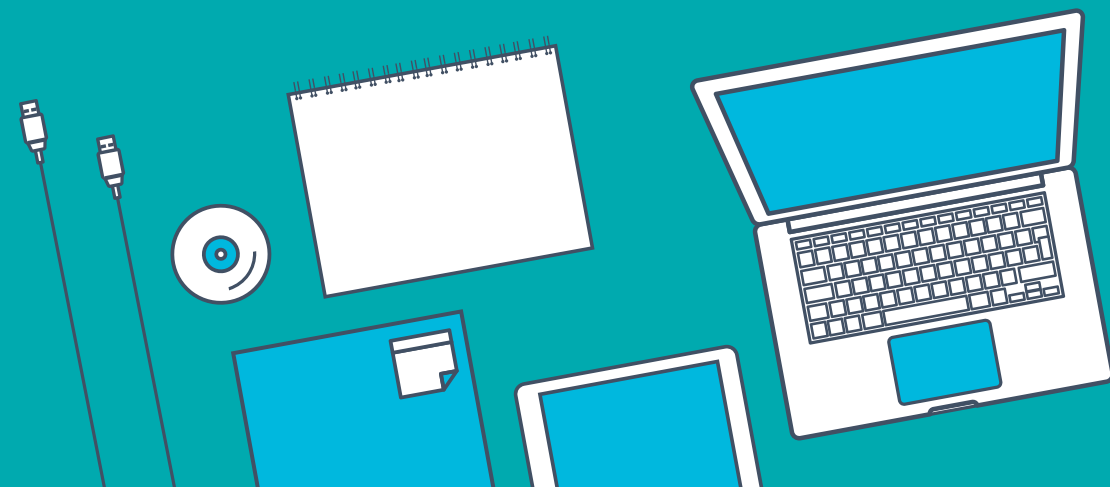
Eighty percent of organizations learn about us through word of mouth. Joining our ambassador program is the first and most powerful step you can take to help us further our work for nonprofits in the U.S. and beyond.

## Tools

This program provides TechSoup supporters like you with the tools and resources to engage in fun activities that help us reach more people and organizations. By building awareness of TechSoup, you equip organizations with the tech tools and training they need to increase their impact.

## Community

This program also introduces you into a larger community where you can connect with and learn from your fellow TechSoup ambassadors. The ambassador community allows you to share your experiences, pose a question, or follow up with others in a supportive environment.



# Expectations of TechSoup Ambassadors

Regardless of how much time, experience, or capacity you have, if you are a TechSoup supporter, you have what it takes to be a TechSoup ambassador.

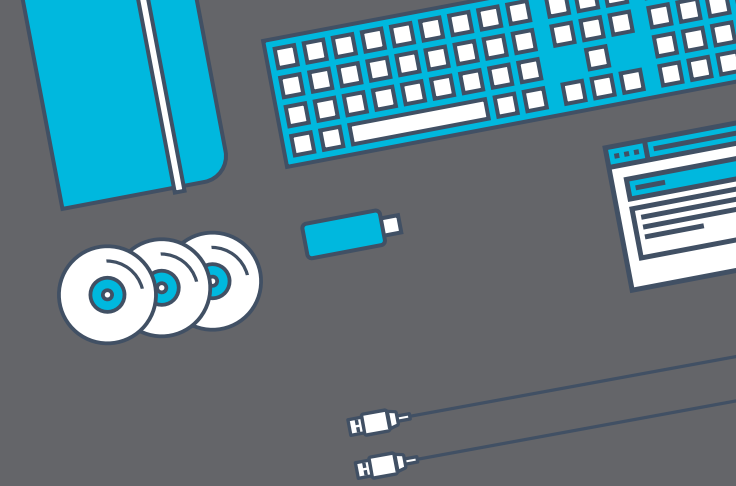
The program is supplemented with an online course through our TechSoup Courses learning platform.

To get started with the program, follow these easy steps:

- 1 Visit <https://techsoup.course.tc/catalog> and sign up for an account
- 2 Sign up for the Ambassador Course [here](#) and fill out the registration questions
- 3 You're all set! Now you can revisit the platform as many times as you need.

---

We offer certification for those who go through our TechSoup Ambassador Course. Visit the Ambassador Expectations tabs in the course to learn how. All the ambassadors who receive the certification will be listed on the TechSoup.org site.



# Ambassador Rewards

You serve your communities by volunteering as a TechSoup ambassador, and we want you to know that we appreciate your commitment to helping the social sector. Here are a few ways we want to reward you.

## Monthly Ambassador Social Media Spotlight

We will randomly select and highlight an ambassador as a social sector champion of the month on our social media platforms.

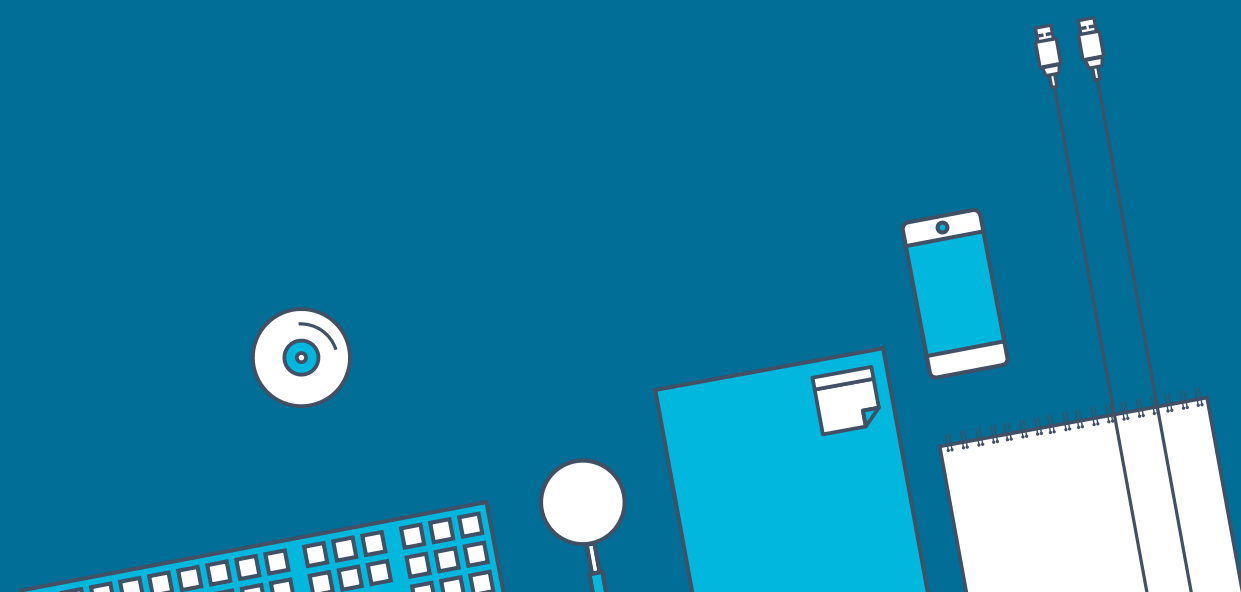
## Quarterly Ambassador Recognition

We will recognize two ambassadors for their work. One will be chosen by TechSoup based on level of involvement, and the other will be nominated by the ambassador community.

*This is where your ambassador community engagement is key!*

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Prizes may include TechSoup goodies (swag), an all-access subscription to TechSoup Courses, and more.

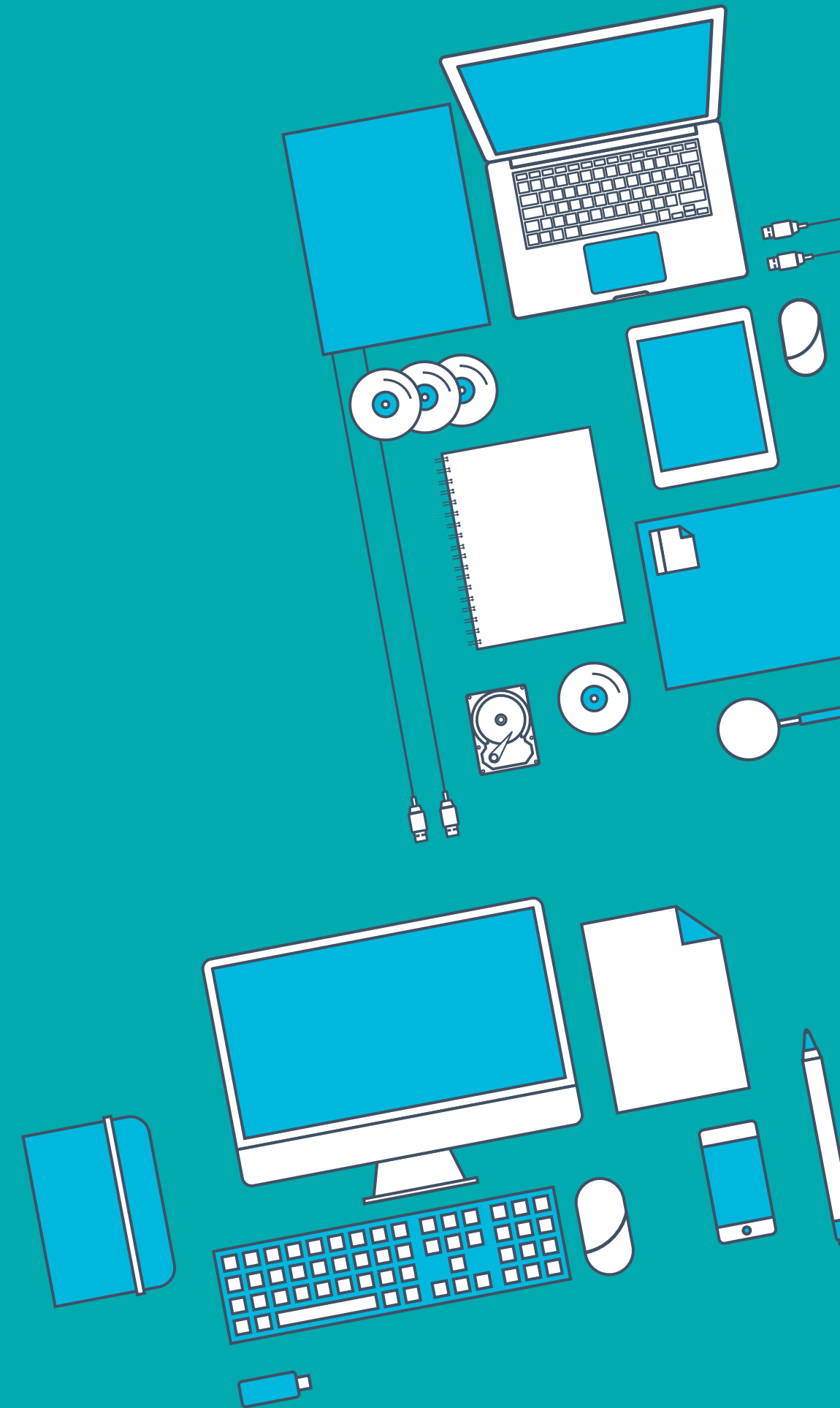


# Get to Know TechSoup

We believe that you can support TechSoup most effectively when you have a good sense of all that we have to offer.

Visit the About TechSoup tab on the Ambassador Course to view the latest TechSoup training materials.

Also visit [meet.techsoup.org](https://meet.techsoup.org) to learn about the variety of services we provide.



# Ambassador Activities

There are many different ways you can get involved as a TechSoup ambassador. Activities vary in scope and commitment and fall into three categories: online outreach, content creation, and community engagement.

*Some activities depend on committee decisions and might not be available at all times.*


## Online Outreach

Our online outreach activities allow you to easily spread the word about TechSoup. Through these simple activities, you get our name out into the web and build awareness for all that we have to offer.

### 1 Spread the word about TechSoup through social media

Follow us on social media to share our content and use our social messaging guide to find ideas on how to generate awareness about TechSoup and our ambassador program. In addition to these social media templates, we will have frequent thematic campaigns that we'll need your help creating excitement around, so keep an eye out for updates!

#### Tool

Click on the icon  be directed to the appropriate TechSoup page.

**Social  
Messaging  
Guide**

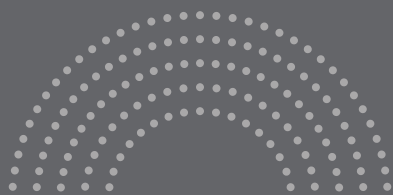
*see Appendix A*



**Follow us on**



*and share our content*







## 2 Mention or list TechSoup as a resource on an online platform

Another easy way for you to support TechSoup is to list us as a resource (*such as on a website, on a blog, in publications, etc.*) Simply use our logo along with one of the following short descriptions to describe us accurately.



### Tool

Click on the icon  to download the logo, or the icon  to be directed to the appropriate TechSoup page.

#### TechSoup logo download



#### Approved TechSoup descriptions

-  Hardware and software donations, tech educational materials, and training: [TechSoup](#)
-  TechSoup is a nonprofit that connects organizations and people with the resources, knowledge, and technology they need to change the world.

# Content Creation

TechSoup is always looking for new content to share with the broader tech and nonprofit community. We want to crowdsource your expertise on technology topics and products as well as your experience with TechSoup. By taking the time to contribute content, you're able to demonstrate your thought leadership and online clout on TechSoup's platforms.

## 3 Lead or regularly participate in TechSoup.org forums

Help TechSoup users resolve their questions or challenges around nonprofit technology. By contributing to or leading a discussion in our forums, you can provide much-needed answers. Follow the link, read over our online community guidelines, and click on the forums tab to learn how to get started.

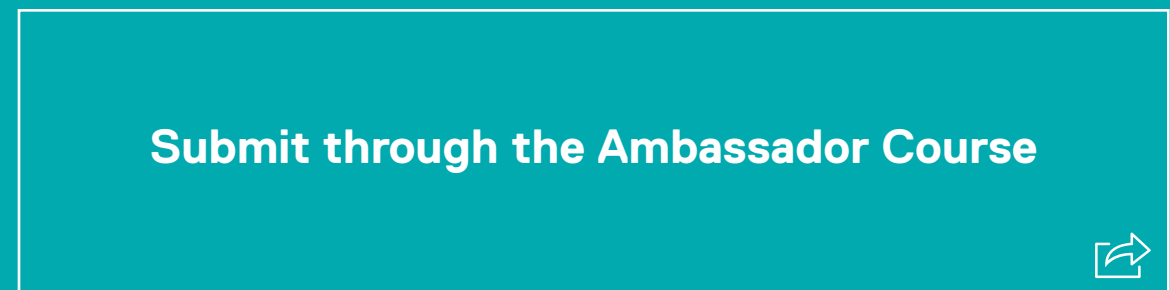
**Tool** Click on the icon  be directed to the appropriate TechSoup page.



## 4 Submit a success story

How has TechSoup helped further your organization's work? Tell us about it by using our success story submission form. Your entry will be added to our global collection of stories outlining how TechSoup has helped organizations do innovative and inspiring work for civil society.

**Tool** Click on the icon  be directed to the appropriate TechSoup page.




## 5 Write blog posts and articles on various tech-related topics

If you are an expert on a particular tech topic (e.g., green tech, nonprofit management tech, or tech in the nonprofit sector), we would love to have you contribute to our blog. Your submission could be published on our trusted platform with a large national and international audience.

Please note that we are looking for exceptional writers who are willing to cover interesting topics regarding technology in a nonprofit capacity. Please review our writing guidelines for guest bloggers. Be sure to submit your pitch through the expertise/experience submission form and NOT through the email listed in the guidelines.



### Tool

Click on the icon  be directed to the appropriate TechSoup page.

**Writing  
guidelines  
for guest  
bloggers**



**Submit  
through the  
Ambassador  
Course**



### Sample blog posts



How to Up Your Digital Marketing and Fundraising Game in 2017



Tips to Beat Declining Facebook Reach




## Community Engagement

TechSoup fans who want to play an active role in their community can bring people together and educate them about the important role technology plays in our society. Participating in these activities helps you gain skills in partnership building, community outreach, and public speaking, and you increase your knowledge of tech in the nonprofit sector.

### 6 Be a guest speaker on TechSoup webinars or podcasts

If you are a subject matter expert on a particular tech topic or are somebody who has personally used technology to create social good, apply to be a guest speaker on one of our weekly webinars. Please fill out the expertise/experience form, and we will contact you for further information if we think you are the right fit.


**Tool** Click on the icon  be directed to the appropriate TechSoup page.

**Submit through the Ambassador Course**



### 7 Reach out to organizations directly

Bring individual nonprofits into the TechSoup community and get them to register (for free) with us. We'll provide tips on how you can talk to organizations about TechSoup and how to walk them through the registration process.

**Tool** Click on the icon  be directed to the appropriate TechSoup page.


**Guide to Referring Nonprofits to TechSoup**  
*see Appendix B*





## 8 Organize local, in-person tech events by joining TechSoup's NetSquared program

NetSquared hosts free in-person events to bring together nonprofits, activists, and tech experts to build the skills of civil society. We need organizers who are passionate about promoting the use of technology for good and bringing people together. Learn more about how to become an organizer by visiting NetSquared's website.

**Tool** Click on the icon  be directed to the appropriate TechSoup page.

**NetSquared website**




## 9 Represent TechSoup at local events

TechSoup gets many requests to speak at conferences about various tech topics all over the world. Are you a seasoned public speaker interested in gaining more experience and raising awareness about your skills at local conferences? We'd love to train you on representing TechSoup at conferences by staffing a table or speaking on our behalf. Please fill out the expertise/experience form, and we will contact you for further information if we feel you are the right fit.

**Tool** Click on the icon  be directed to the appropriate TechSoup page.

**Submit through the Ambassador Course**



## Appendix A

# Social Messaging Guide

Here are sample posts that you can use to spread the word about TechSoup and our ambassador program. Feel free to copy and paste these messages directly.

## Posts About TechSoup



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Power up your social impact. Save \$17,000 on 375+ tech products, plus resources and tips.  
<http://bit.ly/JoinTechSoup> #tsambassador

---

TechSoup is the one-stop shop for tools, tech, and training that increase nonprofit capacity and impact.  
<http://bit.ly/29h87qO> #tsambassador

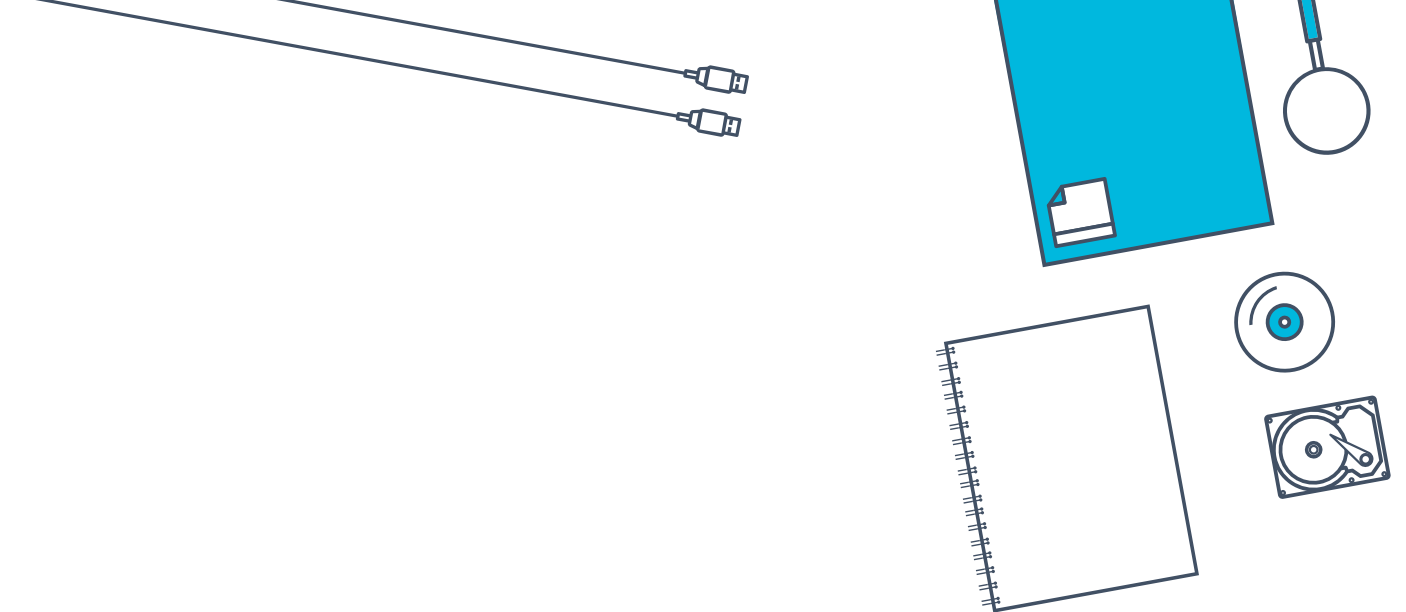


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Looking for tech tools for your nonprofit? TechSoup can help with products from Microsoft, Adobe, Symantec, and more. Help nonprofits spend more on their mission and save 40 to 90 percent on their IT costs.  
<http://bit.ly/JoinTechSoup>

---

Learn how TechSoup connects charitable organizations like yours with the support, knowledge, and technology to support civil society.  
<http://bit.ly/29h87qO>



## Posts About TechSoup Ambassadors



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Join our TechSoup ambassador team and help us connect nonprofits to the tech resources they need.  
<http://bit.ly/2psgYMo> #tsambassador

---

Become a TechSoup ambassador. Spread awareness, help nonprofits make the most impact through technology.  
<http://bit.ly/2psgYMo> #tsambassador

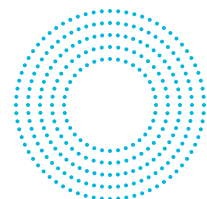
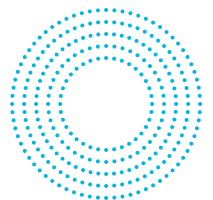
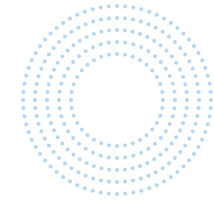
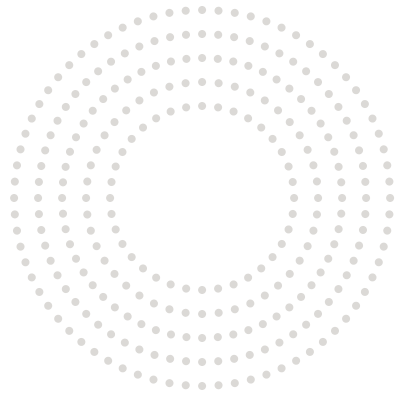


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How has technology helped your nonprofit? Tell your story through the ambassador program and let others know about the transformative work you do through technology.  
<http://bit.ly/2psgYMo>

---

Become a TechSoup ambassador and be part of the team that uses social and local actions to empower nonprofits through technology.  
<http://bit.ly/2psgYMo>





## Appendix B

# Guide to Referring Nonprofits to TechSoup

Do you know a nonprofit that hasn't signed up with us yet? This guide provides tips on how to effectively reach out to 501(c)(3) nonprofits, charitable organizations, and public libraries about TechSoup.

## Step 1

### Learn about TechSoup

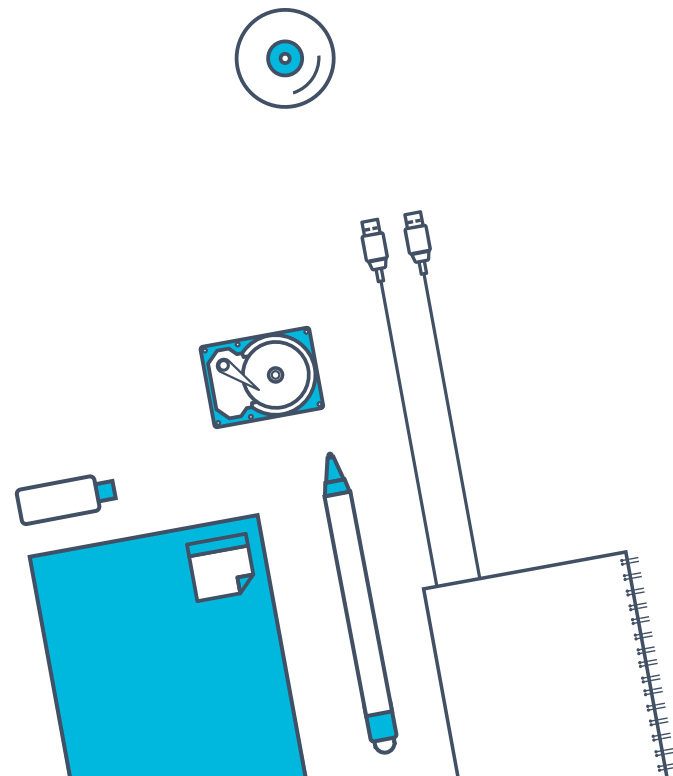
We want to make sure you feel comfortable with TechSoup's mission and services before sharing information about us with your network. Please visit the Ambassador Course to find the latest TechSoup training materials and resources. They will help you familiarize yourself with everything you need to know about TechSoup.





## Step 2

# Reach out to your nonprofit and public library contacts



## Email Outreach Template

Hi, [Name].

I hope you're doing well. My name is [Your Name], and I wanted to connect your organization to TechSoup, a San Francisco-based nonprofit.

TechSoup provides nonprofit organizations and public libraries the technology products, educational tools, and training they need to create the most impact in their communities.

Here are three things that you may find interesting about TechSoup.

- TechSoup works with over 100 technology companies to help them donate products to nonprofits around the world.
- Registration with TechSoup is free and gives you access to its catalog of technology donations and educational resources. TechSoup members are eligible to receive leading technology products at up to 90 percent off retail costs. [Get started here](#). Check out [TechSoup's top 10 requested products](#) – they might also benefit your organization.
- Wonder what technology can do for you? Check out [success stories](#) from [ReUse Industries](#), [Boys & Girls Clubs](#), and other nonprofits around the world on how TechSoup has helped their organization.

As a TechSoup ambassador, my goal is to find out how TechSoup can be most useful for you. Please let me know if I can answer questions or assist in signing you up for this great organization.

Hope to hear from you soon,

[Your Name]

## Social Media Outreach Template



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Calling all nonprofits! I am an ambassador for TechSoup, and we are committed to providing other 501(c)(3) organizations the technology products, educational tools, and training they need to create the most impact in their communities.

Registration with TechSoup is free and gives you access to its catalog of technology donations and educational resources. TechSoup members are eligible to receive leading technology products at up to 90 percent off retail costs.

If you aren't using TechSoup already, please contact me so that I can get you started with this great organization!



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Hey nonprofits: Want to spend more \$\$ on your mission? Ask me how to increase your impact w/ tech savings & training. #tsambassador

## Step 3

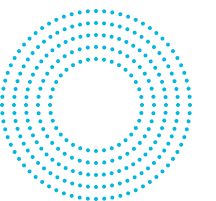
### Send additional TechSoup information as needed

Once you've found an organization interested in learning more about TechSoup, we encourage you to send it some TechSoup collateral that your contact can review on his or her own time. Please visit the Ambassador Course to find the latest materials you can send to your contacts.

## Step 4

### Encourage them to register with TechSoup

When organizations are ready to sign up with TechSoup, send them to our website to get started. [This link](#) will walk them through our registration process.



## Step 5

### Follow up with resources to help get them started

Once the organizations are registered with TechSoup, feel free to send your contacts some resources to help them get started.

Here are several introduction links:

#### Articles

- [What TechSoup offers libraries, religious organizations, and foundations](#)

#### Webinars

- [Getting Technology Donations Through TechSoup](#)
- [5 Things You Didn't Know About TechSoup's Donation Programs](#)

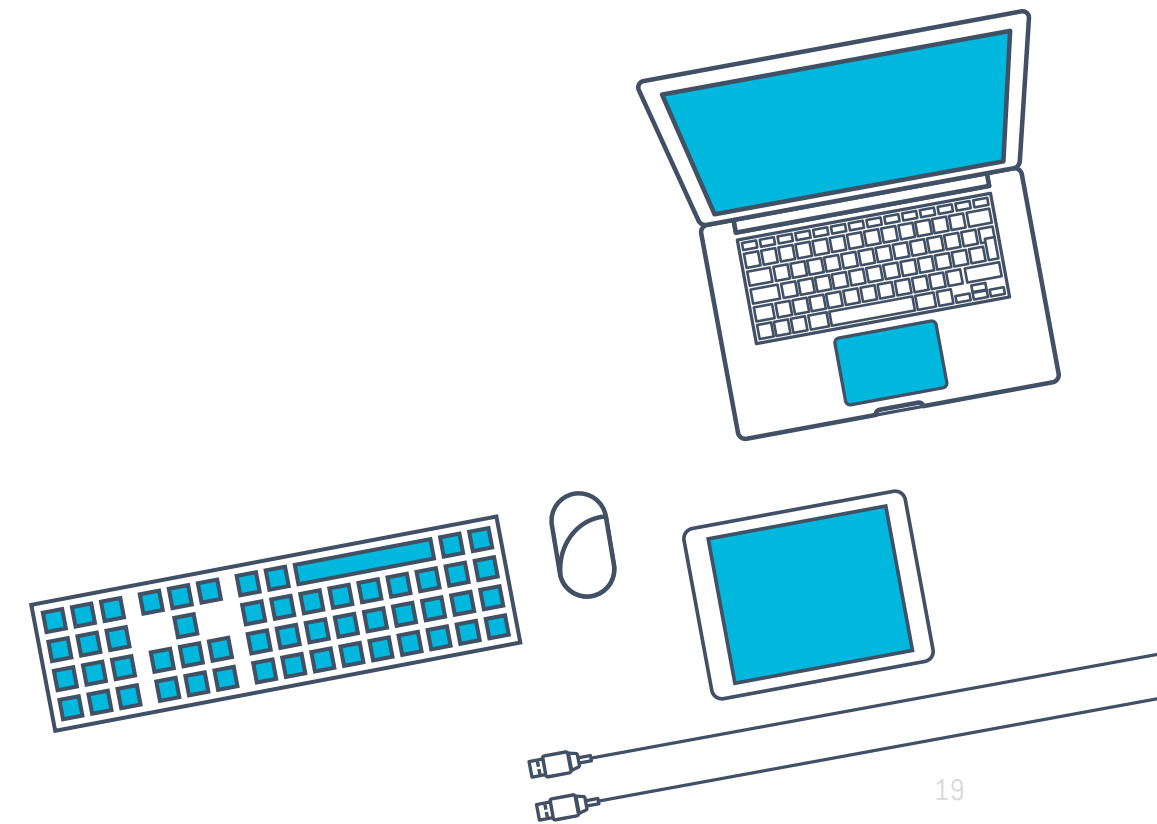
For more in-depth topics, encourage the organizations to use our robust search engine to find the product donations, articles, webinars, and forum threads most relevant to their needs.

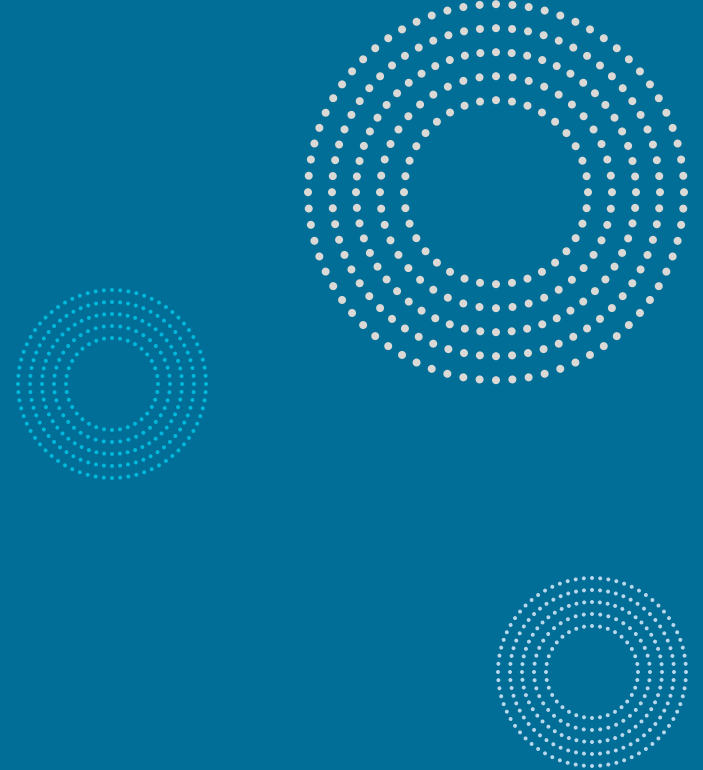
## Step 6

### Log your referrals into the Ambassador Course

Once you've helped an organization sign up for TechSoup, document your achievement by logging your referral in the Nonprofit Referral Log on the Ambassador Course platform.

Logging your referral will not only help us measure the impact of the ambassador program itself, we also want to use your log to recognize you for the work you've done!





## Questions?

Contact us at

[ambassadors@techsoup.org](mailto:ambassadors@techsoup.org)



## Help Grow the TechSoup Ambassador Community

The more ambassadors we have out in the field, the more nonprofits we can help. Use the referral form in the Ambassador Course or contact us directly below to sign others up for this program. We will reach out to them about how to get started.

