



AMBASSADOR TOOLKIT

BECOME AN AMBASSADOR

On October 26, Planned Parenthood North Central States (PPNCS) will host our signature fundraising event Celebrate Planned Parenthood, virtually for the first time. This event will offer an opportunity to showcase the many ways Planned Parenthood plays a critical role in the well-being of our communities and creates meaningful engagement through technology.

What to look forward to during Celebrate Planned Parenthood:

- Inspiring stories from PPNCS supporters, patients, and leaders.
- An online shop with limited edition RAYGUN merchandise with over 35% of the proceeds benefitting PPNCS.
- A keynote address from Heather McGhee on the racial injustices throughout the country.
- A special musical performance.
- Our annual Courage award presentation.
- Fun! We will celebrate our community together. We want to hear from you in the chat throughout the event.
- A showcase of PPNCS' outstanding health services and education programs and the impact they have in communities across our state.

While our patients count on us, we know we can count on you. Become a Planned Parenthood Ambassador to highlight and support the essential services of Planned Parenthood North Central States.

As a Planned Parenthood Ambassador, you recognize the importance of Planned Parenthood in the Minnesota community.

Through key actions you will encourage our passionate community to interact with the event online, highlight the mission of Planned Parenthood, and fundraise for PPNCS among your friends and family. This toolkit offers many activities to choose from. As an ambassador, you can do them all or pick the activities that appeal most to you.

Your extra support will help more patients receive the care they need.

If you'd like more support email events@ppncs.org and we'll send you graphics, prompts and reminders leading up to the event.

Thank you.

AMBASSADOR CHECKLIST

Planned Parenthood Ambassadors are fervent supporters of reproductive rights, comprehensive and inclusive sex education, and Planned Parenthood. Here is how you can show your support to your friends, family, and online connections.

BEFORE OCTOBER 26

- Purchase your Celebrate ticket or join us as a host of the event!
celebratepp.org/RSVP
- Invite your family and friends to purchase tickets to the virtual event. We've provided sample language for emails and talking points below.
- RSVP for the event on Facebook.
- Follow PPNCs on your favorite social media platforms. Then share, comment, and like posts about the event. Find us on:
Facebook | [@ppnorthcentralstates](https://www.facebook.com/ppnorthcentralstates)
Instagram | [@ppnorthcentralstates](https://www.instagram.com/ppnorthcentralstates)
Twitter | [@ppnorthcentral](https://twitter.com/ppnorthcentral)
- Share posts of your own about the importance of Planned Parenthood and your excitement leading up to October 26. Tag our social accounts so we can engage with your posts. You can find sample posts later in this toolkit.
- Forward or write your own Celebrate Planned Parenthood emails to family and friends and highlight parts of the event that you are looking forward to.

ON OCTOBER 26

- Join us for the virtual event at 6pm!
- Engage in the chat during the event to connect with other Planned Parenthood supporters.
- Donate! We could not provide this essential health care without your generous financial support.
- Continue sharing social media posts and emails with your friends and family encouraging them to join the event and support PPNCs with a donation.
- Think about why you stand with Planned Parenthood. Do you have a story you want to share? Tag us!
- Purchase swag from our Planned Parenthood RAYGUN shop!
ppncs-webstore.myshopify.com

OUTREACH RESOURCES-EMAIL

Emails to your networks will be key to the success of Celebrate Planned Parenthood 2020. Feel free to use the sample email copy below and don't forget to personalize the message! If you'd like more support email events@ppncs.org and we'll send you graphics, prompts and reminders leading up to the event.



Dear Friend,

I'm excited to be supporting Planned Parenthood's *Celebrate* event again this year - and I hope you will join me!

Celebrate Planned Parenthood
Monday, October 26, 2020
7 p.m.

While the event will look and feel a little different this year, it is still a critical time to celebrate Planned Parenthood's work, raise vital funds, and bring our community together. People continue to turn to Planned Parenthood for affordable, expert reproductive health care. All individual and host ticket purchases will support Planned Parenthood's essential clinical services, science-based sex education programs, and dedicated advocacy work. Visit celebratepp.org for more details and to purchase tickets.

I'm supporting Planned Parenthood and this event because I believe that everyone should be able to access the reproductive health care and education they need - no matter what! Please let me know if you have questions and if I will "see" you at *Celebrate* this year.

Warm regards,

OUTREACH RESOURCES-SOCIAL

Below are social media examples you can send to your networks to get them excited about the virtual event!

Your first post should be an explanation of Planned Parenthood's work and why you're passionate about the mission. Subsequent posts can be shorter impact statements, personal reflections, event updates, and more. Here are a few options – you can post them all, or pick a favorite. Tag our social pages below.

Facebook | [@ppnorthcentralstates](#)

Instagram | [@ppnorthcentralstates](#)

Twitter | [@ppnorthcentral](#)

- EVERYONE deserves access to reproductive health care, no matter when, where, or who. That's why I'm supporting the work of Planned Parenthood North Central States through Celebrate Planned Parenthood! Will you join me? celebratepp.org
- I support Planned Parenthood North Central States because_____.
- Over 67,000 Minnesotans turn to Planned Parenthood for expert sexual and reproductive care each year. Help me support this important work and purchase your ticket to our virtual Celebrate Planned Parenthood. celebratepp.org/RSVP
- Your support of Planned Parenthood impacts essential clinical services and science-based sex education programs. Join me at Celebrate Planned Parenthood on October 26! celebratepp.org
- I believe every person should have access to the reproductive and sexual health care they need. I know you do, too. Join me for Celebrate Planned Parenthood on October 26 to support this important work. Visit celebratepp.org.
- Ensure Planned Parenthood can continue to provide essential sexual and reproductive health care and education. Purchase your ticket to our virtual gala, Celebrate Planned Parenthood today! celebratepp.org/RSVP

TALKING POINTS ABOUT CELEBRATE

Use the talking points below to engage your networks and explain to them why they should join you virtually at Celebrate Planned Parenthood 2020!

- ❑ Celebrate Planned Parenthood is taking place virtually on October 26. This is normally our largest fundraising event of the year and while we cannot gather in person, this event is still critical so that we can **celebrate Planned Parenthood's work, raise vital funds, and bring our community together.**
- ❑ Sexual and reproductive health needs don't pause for a pandemic. On the contrary, the needs of our communities are more urgent than ever as job losses and economic uncertainty compound the challenge of safely finding care during COVID-19.
- ❑ We are asking people to consider supporting Celebrate at the same level that they would at the in-person event - because every dollar raised goes to ensure that our work is strong in the coming year. Your support makes essential clinical services and science based sex education programs possible. All gifts this year are 100% tax-deductible.
- ❑ One benefit of a virtual event is that it is even more accessible! We hope you'll gather with us, no matter your geography. We've also included a \$25 community ticket this year to ensure more people can join.
- ❑ By joining me at this event, you are ensuring that Planned Parenthood will continue to be a safe space for all who seek care, no matter what is happening in the wider world.
- ❑ Purchase your tickets at celebratepp.org/RSVP.