



 **natün**
AMBASSADOR TOOL KIT



Executive Summary

Welcome to the Natün Guatemala Ambassador Program! As an Ambassador, you will partner with Indigenous-led initiatives advancing education, nutrition & health, and economic development in Guatemala. This toolkit equips you with everything you need to become a successful advocate and fundraiser for Natün Guatemala. Inside, you'll find:

- A clear outline of your role and our support
- Step-by-step guidance for planning and executing fundraising events
- Creative fundraising ideas for various settings
- Resources and materials to amplify your impact
- Guidelines for proper representation of Natün Guatemala

By joining our Ambassador Program, you're not just raising funds – you're raising awareness, fostering connections, and creating lasting change. Let's embark on this rewarding journey together!



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An Introduction To Our Work, Purpose, And Vision



NUTRITION & HEALTH

Natün Guatemala is a multidisciplinary, majority Maya-led organization passionate about elevating Indigenous leadership, rights, and capacity. Natün Guatemala has three holistic, inter- connected programmatic pillars: Nutrition & Health, Education, and Economic Development.



EDUCATION

In each of these pillars, work is led entirely by staff from within the Maya community and focuses on developing topic-specific knowledge and skills based on both community needs and strengths. By maintaining strong links between local staff and local communities, programs are implemented, executed, and monitored in a culturally affirming manner that adapts to and addresses immediate needs while tackling long-term, systemic issues.



ECONOMIC DEVELOPMENT

SOME NOTABLE NUMBERS:

 **92%**

**SUCCESS RATE IN TREATING CHILDHOOD MALNUTRITION,
WITH WORK SUSTAINED THROUGH 53 LOCAL PROMOTORAS**

Transforming Health Outcomes: Our community-based approach to treating childhood malnutrition achieved a 92% success rate among 115 children treated. This work is sustained through 53 local health promotoras who now lead health initiatives across seven communities, ensuring lasting change.

 **83%**

**COMPLETION RATE FOR INDIGENOUS STUDENTS
IN OUR YOUTH LEADERSHIP PROGRAM**

Building Pathways Through Education: Our youth leadership and Community Learning programs strengthen education outcomes in Indigenous communities. 83% of participating students successfully complete their academic year, with 72% achieving honors status. These young leaders are developing critical skills to become advocates and change-makers within their communities.

 **95%**

**OF MAYA ENTREPRENEURS CREATE
FURTHER EMPLOYMENT OPPORTUNITIES**

Building Economic Independence: Natün supports Maya entrepreneurs to strengthen their businesses, resulting in 100% of participants increasing their monthly income. Even more powerful - 95% of these women entrepreneurs now employ other community members, creating ripples of economic opportunity throughout their communities.



Welcome to the Natün Ambassador Program



As a proud member of the Natün Ambassador Program, you join a vibrant network of passionate individuals united by the common goal of advancing Natün's mission. Ambassadors play a pivotal role in bringing Natün's purpose and vision to their communities, acting as a vital bridge between Guatemala and their hometowns.

In your role as an Ambassador, you will take the lead in creating, planning, and managing your unique event or activity. Trust you are not alone during your journey—dedicated Natün staff members will provide as much guidance as you desire, making you an extended part of our team and a true partner to the organization.

Ambassadors play a pivotal role in bringing Natün's purpose and vision to their communities

Driven by a commitment to solidarity and community-driven work, Natün ensures that every Ambassador has access to resources for successful and joyful fundraising efforts. This guide is crafted to assist you in brainstorming ideas, envisioning your event, planning effectively, and experiencing a sense of accomplishment. Whether

you're a first-time fundraiser or seasoned in the field, this toolkit is designed to prepare you for a stellar fundraising event.

Natün Ambassadors are creative individuals who transform their passions and interests into impactful fundraising and awareness opportunities, embodying the essence of our values. Every dollar raised by Ambassadors directly supports community-led programs in rural Indigenous communities in Guatemala.

Our partner communities would take immense pride in your advocacy, awareness-raising, and fundraising efforts on their behalf. Our sincere gratitude extends to our ambassadors worldwide who generously dedicate their time to promote the Natün mission. Together, let's make a lasting impact.

**Ambassadors are creative individuals
who transform their passions and interests
into impactful fundraising and
awareness opportunities**



Your Natün Guatemala Ambassador Journey

Key Elements:





Be Prepared: Common Questions About Natün

WHAT IS NATÜN? We are a vibrant, Maya-led organization working in Guatemala's Lake Atitlán region to advance education, nutrition & health, and economic development opportunities. Our name, Natün, comes from the local Indigenous language of Kaqchikel and means "to unite" or "come together" – perfectly capturing our commitment to community-led development. Together with Maya communities, we create sustainable, culturally-affirming solutions that honor Indigenous leadership and expertise.

WHAT DO WE DO?

Working hand in hand with Maya communities, we focus on three interconnected areas that communities have identified as priorities:

- **Education:** We support children and youth from preschool through university, building pathways that help students develop knowledge, career readiness, and leadership skills to become positive change-makers in their communities
- **Nutrition & Health:** We strengthen community-led health systems that combine traditional Maya and modern approaches to prevent and address malnutrition, improve maternal health, and increase access to clean water
- **Economic Development:** We cultivate sustainable livelihoods by honoring traditional skills while building business capacity, creating opportunities for Maya artisans and entrepreneurs to increase family income and community prosperity
- **Strategic Threads:** Natün's commitment to holistic community development is rooted in Indigenous communities and guided by six shared threads: Cultural Relevance, Leadership & Advocacy, Partnerships for Systemic Change, Indigenous Rights, Gender Equity, . These threads reflect Natün's commitment to partner communities and center Indigenous voices in every program.

Common Questions About Natün (cont'd)

Every program is led by our Indigenous staff and designed together with local communities, ensuring solutions that truly work.

WHAT MAKES NATÜN UNIQUE?

Our strength lies in genuine Maya leadership and community ownership. Instead of bringing in outside solutions, we build on the incredible resources and knowledge that already exist in communities. Our Indigenous staff brings deep understanding of both local needs and cultural strengths to every program we design. While we address immediate challenges that families face, we're always focused on creating lasting, systemic change that transforms communities for generations to come.





Your Commitment to Natün



You Are A Vital Link

Share our mission

As a Natün Ambassador, you are the vital link between Natün and your community. Your role involves sharing our mission, starting meaningful conversations, and organizing impactful fundraisers.



Start meaningful conversations

Natün wants Ambassadors to feel empowered to bring the organization's mission and vision to their social circles and communities. Engage your creativity, leverage your network in unique ways, and raise awareness and funds for a cause you believe in. We encourage you to think of fundraising and educational events, specifically tailored to your own community.



Organize impactful fundraisers

We cannot wait to see your creative fundraising and advocacy ideas. In the past, Ambassadors have hosted 5k runs, presented at their religious societies, or hosted pop-up markets at their educational institutions.

As an organization that prioritizes community, we are grateful that you are interested in sharing our mission with your community.



Our Pledge to You

Ambassador Preparedness and Support



Embarking on your Ambassador journey with Natün means you won't be alone. A dedicated Natün staff member will assist and guide you throughout your journey. We understand the importance of equipping you with the tools necessary for success, and we are pleased to extend our assistance in various capacities.

As you plan and execute your events, Natün can provide you with a wealth of resources to streamline and guide your efforts. We offer templates and samples that you can adapt to suit the unique needs of your event or activities. Whether you're crafting email communications or designing event materials, the template and samples can be customized to streamline your efforts.

Your success as an Ambassador is integral to the success of Natün's mission, and we are committed to supporting all Ambassadors. Our team is always ready to help and offer guidance on any aspect of your Ambassador efforts, including communication strategies, fundraising ideas, and event planning.

Natün is committed to not only providing resources but also fostering an environment where you feel confident and empowered in your role as an Ambassador. Together, we strive for success in creating positive change and a lasting impact in Guatemala.



Fundraising Checklists: Setting Your Fundraising Goals

As a Natün Guatemala Ambassador, setting clear, achievable goals is crucial to your success. Follow these steps to create meaningful objectives and an action plan:

1 Determine Your Fundraising Target:

- *Consider your network and capacity*
- *Start with a realistic amount, e.g., \$500 for your first event*
- *Remember, every contribution makes a difference!*

2 Break Down Your Goal:

- *Example: To raise \$500, you could aim for:*
 - *20 donations of \$25 each*
 - *10 donations of \$50 each*
 - *A combination of various amounts*

3 Set a Timeline:

- *Choose a specific timeframe for your fundraiser*
- *Create milestones to track progress*

4 Identify Your Audience:

- *List potential donors (friends, family, colleagues)*
- *Consider which Natün Guatemala programs might resonate with them*



5 Choose Your Fundraising Method:

- *Select an event or campaign type that aligns with your skills and interests*
- *Ensure it's appropriate for your target audience*

6 Create an Action Plan:

- *List specific tasks needed to reach your goal*
- *Assign deadlines to each task*
- *Example:*
 - *Week 1: Finalize event concept and create event page*
 - *Week 2: Design and distribute promotional materials*
 - *Week 3: Personal outreach to potential attendees/donors*
 - *Week 4: Final push and event execution*

7 Track Your Progress:

- *Regularly update your fundraising page*
- *Celebrate small wins along the way*
- *Adjust your strategy if needed*

Remember, Natün Guatemala is here to support you throughout your journey. Don't hesitate to reach out to your designated staff member for guidance or assistance in setting and achieving your fundraising goals.

By setting clear objectives and following a structured plan, you'll be well on your way to making a significant impact as a Natün Guatemala Ambassador. Your partnership strengthens Indigenous-led community development in Guatemala – thank you for your dedication!



Fundraising Events and Activities



A Step-By-Step Guide To Having A Successful And Stress-Free Event

STEP #1

Familiarize yourself with Natün's website, ensuring your event resonates with your community and aligns with your passion.



STEP #2

Contact us at Natün when you're ready to host an event, and a **dedicated staff member will expertly guide and support you.**



STEP #3

Once your event concept takes shape, **establish the details of time, date, and location.** This will help you plan and prepare accordingly.

STEP #4

Utilize the **Classy platform to create a fundraising page**, even for non-online events. Creating and customizing a fundraising page for your event will allow you to track your success easily and personalize your messaging to best fit your audience.



STEP #5

Craft promotional materials to generate interest in your event. Customize materials based on your audience and event theme, creating various poster sizes for seamless sharing via email, social media, newsletters, or print for local spots like your favorite coffee shop!



STEP #6

Execute a successful and unforgettable event! Remember, each event is unique and demands detailed planning; rest assured, the supportive Ambassador community and Natün staff will support you at every step of the way.





Fundraising for Educators and Students:

We welcome collaborations with students, educators, and educational institutions. In the past, our engagements with students and educators have included virtual and in-person presentations to classes, participation in student interviews for school projects, and collaborative efforts in organizing impactful fundraisers within their communities.

Here are additional ideas in which you can engage the faculty, staff, peers, and students at your educational institution:

Presentation to Class:

Share Natün's story and achievements with your classmates, club members, or teammates through a presentation. Create a compelling presentation that educates peers about Guatemalan culture, Natün's mission, and most importantly, your passion for the work that Natün does. Remember that you can always contact us for more detailed and up-to-date information, and we might even be able to do a virtual guest appearance!

Read-a-thon:

Turn reading into an act of generosity! Organize a read-a-thon, encouraging participants to seek pledges from their family members for every book they read during the school year or summer break. Once the time frame has ended, the readers collect the pledges for donation.



Documentary Watch Party: The documentary, *Living on One Dollar*, is the perfect way to introduce peers to the geographic region of rural Guatemala. The screening can be followed by a discussion that invites your audience and yourself to connect the stories shown in the documentary to the work that Natün has done in that community and in other communities like it.

If you are a leader in a student association, speak with your faculty advisor and connect with Natün to make your fundraising idea a reality.



Fundraising in your community

In Natün, we believe in the power of community, so bringing our mission and vision to your community is the most powerful thing one can do. These are spaces that you only have access to, and your Ambassador efforts are much more impactful. Think about your neighborhood, community center, place of worship, or an identity-based group you are part of, these are all spaces where you can share your passion for Natün.

Chores for Donations:

Turn everyday chores into a fundraising opportunity. Offer your services for a donation, whether it's mowing lawns, walking and bathing dogs, shoveling snow, or helping with household tasks. Every chore completed could contribute to Natün's mission.



Pocket Change Challenge: Launch a Pocket Change Challenge within your school or community. Encourage people to collect and donate spare change for Natün Guatemala. Harness the power of your community to support an important cause.

Garage Sale:

Turn your unwanted household items into support for Natün! Host a garage sale and invite family and friends to sell their items, where every sale contributes to our mission.

Partner with a Local Business:

Strengthen community ties by partnering with a local business, such as restaurants, breweries, boutiques, or salons. Ask if the local business is willing to match donations made by customers for a specific duration of time or up to a certain amount.

Using Online Fundraising Platforms

We want to encourage all Ambassadors to host fundraising events and engage their communities. However, there are other ways to support Natün's mission by simply doing everyday activities.

Matching Gifts:

Unlock the potential of matching gifts through your employer's benefits package and amplify your support for Natün. Many employers generously match charitable donations, potentially doubling or even tripling your contribution. It's a simple process—just check if your workplace offers this incredible incentive.

Fantasy Sports League: Combine your love for sports with philanthropy! Set up a Fantasy Sports League fundraiser, where participants contribute an entry fee or a last-place task of donation that goes directly to Natün. It's a win-win – enjoying the game while making a difference in the lives of those we serve.

Birthday Fundraiser on Social Media:

Celebrate your birthday in a meaningful way! Instead of traditional gifts, create a birthday fundraiser on your social media platforms, such as Facebook and Instagram. Invite friends and family to contribute, spreading joy and support for Natün. It's a special way to connect your personal celebrations with a cause that is meaningful to you.



+ More Ways to Fundraise

Need more ideas to spark your imagination and start your fundraiser?

Tech Recycling Drive:

Host a tech recycling drive at your office, collecting old or unused electronics from colleagues for recycling. Partner with a local e-waste recycling company and raise funds based on the weight of the collected items.



Thrift Clothing Drive: Clear out your closet and gather gently used clothes. Head to the nearest consignment store to sell them or use online platforms for selling second-hand clothing—making space for new attire while supporting Natün!

Move for a Cause:

Embrace physical activity by joining an athletic challenge like a 5k, triathlon, or cycling event. Encourage friends and family to pledge donations for every mile completed, turning your athletic abilities into meaningful support.

Bake Sale:

Hosting a bake sale is a fun way to show off your best family recipes and fundraise for Natün's mission. Share the details of the bake sale on your social media with your co-workers and with your friends and family, and have them enjoy delicious baked items while contributing to Natün.

Raffle:

This event can be as big or as small as you'd like it to be. Start by buying a gift card to your favorite coffee or ice cream shop. Then, set a price for the raffle tickets and the details on when the winner will be announced.

Green Thumb Fundraiser:

For plant enthusiasts, hosting a plant sale is the perfect blend of passion and purpose. Many house plants propagate easily by taking cuttings from your mature plants. Transfer the rooted cuttings into decorative pots with soil, and host a plant sale in your neighborhood, office, or community center.

Proceed Donations: Connect with your favorite restaurant in town and talk to its management. Many restaurants will donate a portion of their profits (or profits from a specific item on their menu) to an organization. Show them the passion you have for Natün and fundraise with them.

Artistic Workshop:

Share your artistic talents! Host a workshop and encourage entry fee donations to Natün. Teach participants artistic techniques, showcase your creativity, and support a good cause—all in one event. This event works with all types of artistic expression: photography, painting, macrame, poetry.





Handmade through Maya ancestral traditions

Introduce the charm of beautifully crafted, hand-made products to your community by hosting a Natün Artisan Showcase.

Natün collaborates with talented rural Indigenous women artisans in the Lake Atitlan region, providing skills-based training and support through our Economic Development programs. Our programs lead artisans on a small-business journey, providing them with the financial and business tools necessary to establish and nurture their microenterprises and ensure successful sales.

From traditional beadwork jewelry to world-renowned ancestral weaving, our artisan products are sold at fair wages, stimulating local economies. Maya artisan entrepreneurs partner with Natün to sell their beautiful creations and reach domestic and international markets, whether in Natün's brick-and-mortar store in Panajachel, or at a locally hosted Natün Artisan Showcase.





Maya artisan entrepreneurs partner with Natün to showcase their creations, reaching both domestic and international markets. Whether featured in our Panajachel brick-and-mortar store, or at a locally hosted Natün Artisan Showcase, their work shines.

You can bring a Showcase to your educational institution, a farmer's market, an artisan hub, or even your workplace.

If you are interested in hosting a Natün Artisan Showcase, contact us to get started.





Collaboration Agreement for Third-Party Fundraising

Natün extends heartfelt gratitude to individuals and organizations eager to organize events supporting our mission. We value your commitment and enthusiasm and ask that you engage with us to ensure successful collaboration. Please adhere to the following guidelines:

Definitions:

- *Third-party Fundraising Event: A resource-raising activity (for funds, goods, or services) organized by a non-affiliated entity, without Natün's direct responsibility or staff involvement.*
- *Event Organizer: The person, group, organization, or business hosting a third-party fundraising event to benefit Natün.*

Event Application and Approval

- *Individuals or organizations intending to host an event for Natün must submit a written request. We promise that this part isn't scary. This process is collaborative, and our staff is available to assist with the details.*
- *Approval by Natün should precede any event advertisement or execution.*
- *Repeat events must be registered each time*
- *Natün reserves the right to request the cancellation of unapproved events or refuse funds raised at unapproved activities.*

Marketing and Promotion

- *Third-party events should not be represented as sponsored by Natün.*
- *Promotions for these events should emphasize Natün as the beneficiary, not the event organizer.*
- *All promotional materials related to events benefiting Natün must undergo review by a Natün staff member.*
- *Use of the Natün logo, name, or images requires prior approval.*



Event Income

- *All donation checks must be payable directly to Natün Guatemala.*
- *Online donations are preferred, and contributors should specify that their contribution is a result of a particular fundraising effort.*
- *Organizers are expected to submit funds, goods, or services accompanied by appropriate documentation to Natün within 30 days of the event.*

Reporting Requirements:

- *Following a successful event, organizers should contact a Natün staff member for event reporting, evaluation, and feedback.*
- *Share valuable insights and reflections on the event's success and areas for improvement.*
- *Include key event highlights, attendance numbers, participant information, and feedback.*

Legal Compliance:

- *Ensure that fundraising initiatives align with local, regional, and national laws.*
- *Uphold legal standards to safeguard Natün's reputation and foster ethical fundraising.*
- *Reflect the ethical principles of Natün through responsible and lawful conduct.*

Event Expense:

- *Expenses incurred for third-party events are the responsibility of hosting volunteers and event organizers.*
- *Natün holds no liability for costs or expenses unless mutually agreed upon in advance.*



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