



Ambassador Package

Thank you for signing up to be an Ambassador for Shad!

Our outreach team is excited and eager to be working with you to recruit the next cohort of Shads!

Before we jump into spreading the word about the program this year let's go over what Shad2021 is going to look like. This year's program will deliver the same Shad value in an online format.

ShadOnline 2021 will be held in virtual campuses and include synchronous real-time sessions, access to high caliber keynote speakers and a signature design project.

Selected participants will work in pan-Canadian teams and pitch a team project to a panel of industry experts. This year's design project is under wraps but has the same Shad signature: STEAM design to impact humankind. **#STEAM4Good**

For more logistics about our online program, visit [our website](#).

Ways to spread the word

Get Social!

First things first, download our social materials. The links can be found below in this document or on the [Ambassador page](#) of our website. These are here to help provide the information about Shad and answer questions your followers may have.

We have also provided some potential captions for your posts. These captions are just suggestions. Feel free to make these posts your own! Share your Shad experience and story to inspire the next generation who wants to reach their full potential. Make sure that if you post you use the hashtags **#ShadAmbassador** and **#Shad2021** to let us know what you're doing to reach prospective Shads.

Captions

Instagram:

Are you always looking to take on new challenges? SWIPE  to see what your July could look like through.

Shad brings highly driven students from grades 10 and 11 together for a summer like no other. Through hands on STEAM learning, the signature design challenge, collaborative workshops and peer bonding, Shad provides youth with a safe space to reach their full potential and explore a world of possibilities.

Have questions about Shad? Send me a DM or visit their website. Applications close December 7!

#ShadAmbassador #Shad2021

Facebook:

This year has presented new challenges for all of us.

If you're looking for an opportunity to regain focus and get excited about your future, look no further than Shad.



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Images

Instagram: https://drive.google.com/drive/folders/1PkOVF3jeZrJQ2U-jqYltcodW6OI_MvDE

Instructions: You can download all 10 graphics for the carousel to post on your Instagram! Click the link from your phone, download the graphics onto your device (you have to do each graphic one at a time), and move them to your photo gallery. (If you just save the images on an iPhone, the graphics will be cropped. By downloading first, the images will appear correctly.) Once the graphics are on your photo gallery, they might not be in the correct order. Refer back to the Google Folder and the names of the files, which are numbered according to the order they should appear in the carousel!

Facebook: <https://drive.google.com/file/d/1JHSrj3UWpwCPg9lQXlucudM0sYObgTIS/view>

Instructions: You can download the video to post on your Facebook feed! Click the link from your phone, download the video onto your device and move to your photo gallery.
Copy and paste the caption above (feel free to personalize and make it your own) and then post!

Virtual Presentations

We have a new slide deck filled information that should answer any questions students will have about this year's program.

Before you present, go through the slides! Familiarize yourself with the content and feel free to add anecdotes, notes and personal touches to help make the presentation a little more personal.

For best practice, make sure you identify some key takeaways that you want your audience to remember. They can be:

- The 5 W's
 - Who: Grades 10 and 11 students who are curious and represent Shad's values
 - What: A STEAM and entrepreneurship summer program
 - Where: Online
 - When: July 5-30, 2021
 - Why: Have fun with this one! Why would *you* recommend this program?
- Emphasize to students about Shad's bursary program. Those who demonstrate the most financial need will receive assistance to the program – we want to make this an accessible program for all.

Slide deck: <https://drive.google.com/file/d/1G-5auEFyFFHL2uoZFNtitzQt7SntIUf6/view>

Instructions: Download the presentation to your own computer. Customize the second slide with your name, and photos of you and your Shad experience! Check out our [FAQ page](#) to get prepped and ready for your presentation.



General tips:

Nervous about presenting? Here are some resources that go over some great tips regarding online presenting.

- <https://visme.co/blog/zoom-presentation/>
- <https://oit.duke.edu/help/articles/kb0031494>
- <https://leapica.com/blog-zoom-tips-online-presenting/>

Talk to Guidance Counsellors or Community Leaders

If your school or a local organization would like their own information session hosted by Shad, let us know! Our team is always happy to provide more information and talk all things Shad. For any inquiries or questions about this, reach out to mallory@shad.ca

Share the Website

Share this link in your google classrooms, to the community and/or family/friends who want more info:

<https://www.shad.ca/shad2021-ambassadors/>

One more thing!

This role is YOUR role. Get creative!

Let us know how you're getting involved in our outreach initiatives this season! Do so by using the **#ShadAmbassador** and **#Shad2021** hashtags and **don't forget to send us photos and/or testimonials** to outreach@shad.ca.

We can't wait to see your creativity!