



# HOW TO BE A **Circus Juventas** **Ambassador**

Your guide to being a benefactor for  
an organization that teaches kids to fly.

**CONTACT [SHANNON@CIRCUSJUVENTAS.ORG](mailto:SHANNON@CIRCUSJUVENTAS.ORG)  
FOR MORE INFORMATION**

# **Packet Contents:**

- 6 Steps to Becoming A CJ Ambassador
- Ambassador Checklist
- Tips
- Email Templates
- CJ Approved Statements
- Social Media Posts

# **Current Needs:**

This outline lists many ways that you, and the people within your social network, can support Circus Juventas. At this time, in the wake of COVID-19, what we really need is donations to keep going. Please place fundraising at the top of your Ambassador To-Do list. Although, anything you can do for us is appreciated.

# 6 Easy Steps to Becoming an Ambassador

1

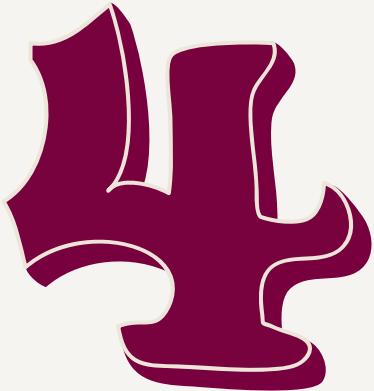
Identify your goal. Are you trying to spread awareness about the Circus Juventas mission? Are you trying to raise X amount of money? How do you plan to help Circus Juventas by becoming an ambassador?

2

Look over the resources Circus Juventas has provided you with. How will you take our templates, images, and mission to mesh it with your own story? Your personalized message will help engage your audience.

3

Share your message with your people. Social media, email, word of mouth, phone calls, etc. Get your story out there!



Review your results. What is working? Who from your network is donating, signing up their kids for classes, or is a new ticket buyer? Take the methods you used that worked and re-apply them where you didn't see as many results. Keep going until you reach your goal!



Encourage people who are potentially a good fit to become ambassadors themselves. Everyone has their own unique/broad network and the more people that join the team, the further the message gets spread!



Give yourself a round of applause for becoming a Circus Juventas superhero!

# Ambassador Checklist:

A complete list of everything you can do as a Circus Juventas Ambassador.

- Set a reasonable goal of what you want to accomplish for CJ and reach your goal.
- Create a Facebook fundraiser for your birthday.
- Post CJ's GiveMN link on your social media pages:  
<https://www.givemn.org/organization/Circus-Juventas>.
- Talk about Circus Juventas with your friends, family, and coworkers.
- Create a video sharing your story about why you love Circus Juventas.
- Personally call your family, friends, and peers and ask them to donate, buy a ticket, or sign their kid(s) up for class.
- Use the provided email template to ask the people in your networks to support Circus Juventas by donating.
- Send a follow up email, using the follow up email template.
- Donate to Circus Juventas.
- Participate in the annual gala: bid in the silent auction, donate auction items, attend the event, volunteer, etc.
- Purchase tickets to our performances.
- Create a follow up social media post to encourage people to help you meet your fundraising goal.
- Let people know when you have met your goal by doing a final post on social media or sending out a wrap up email.

# Tips:

1. If you are uncomfortable asking someone for a donation, don't. Treat each person you interact with as an individual and make an appropriate request based on your relationship with that person.
2. If you don't tend to like asking for money, just talk freely about what you love about the organization. When people see your passion, they will want to help if they are able.
3. Start by asking the 5 people you are closest to, to get comfortable with your ask. Then, email or call the next 10-15 people in your network. Once you are comfortable with messaging, the last step is moving to social media with your ask.
4. If you ask for a specific amount, you are more likely to receive that amount. For instance, if you ask for \$50, you are more likely to receive \$50 rather than \$5 or \$10 donations.
5. Talk about why you have chosen to be an ambassador for CJ. Identify why this is 'your cause' and share it with the people you are reaching out to.
6. Donate to your own campaign. People are more likely to give when they see you are invested in the cause even if it is only \$10!
7. Social media is great, but it's only part of the story. Donors tend to respond well to emails, so be sure to also utilize this platform to connect with more people.
8. Update those who have donated on the progress you make/when you reach your goal.
9. Have fun with it! Fundraising shouldn't cause stress. Think of creative ways that are not listed in this packet to get people to donate and remember that every little bit helps.
10. If you get stuck or have a question about how to approach a conversation, email [shannon@circusjuventas.org](mailto:shannon@circusjuventas.org). Consider her your personal fundraising hotline!

# CJ Approved Statements

Base your story around our mission and values.

## General Mission and Value Statements:

Circus Juventas is a 501(c)(3), nonprofit performing arts circus school for youth dedicated to inspiring artistry and self-confidence through a multicultural circus arts experience. An important part of Circus Juventas' mission includes self-confidence which is achieved through creating an environment that encourages leadership and life skills, teamwork, athleticism, artistry, pursuit of excellence, and community service.

Or include any one of our value statements in your post/email/ask:

- Fostering a sense of belonging so that all children and youth, coaches, staff, and collaborators feel welcome, safe, accepted, and valued for who they are.
- Creating a culture of teamwork in which all students play an equally valuable role. This notion extends to the wider community who, when united under a common goal, are respected, trusted, supported, and celebrated and practice open and honest communication.
- Embracing the power of mentoring in which students of all ages work side by side as equals, learning together the values of discipline and hard work.
- Training all students as a team, from superior athletes to those less gifted.
- Honoring the individual by supporting self-discovery, personal development and responsibility, breakthrough achievement, enhanced self-esteem, and appropriate risk-taking.
- Teaching students the value of contributing to society through performances at community and charitable events.

One sentence mission statement: Circus Juventas is a 501(c)(3), nonprofit performing arts circus school for youth dedicated to inspiring artistry and self-confidence through a multicultural circus arts experience.

## To match your goal:

Customize your ask with any of the below statements:

COVID-19 has taken a toll on all of the performing arts communities and Circus Juventas is no exception. The organization has lost \$1,500,000 in revenue due to cancelled performances, classes, and camps. By donating today, you will help Circus Juventas continue to achieve their mission and not fall behind in the wake of COVID-19. Your donation would mean the world to the kids, parents, staff, and coaches of Circus Juventas!

Circus Juventas proudly coaches 1,500 students a year. The ever expanding programming of the organization allows them to continuously grow this number and coach more students. Sign your kids up today!

This year for the first time ever, Circus Juventas is presenting a holiday show. I encourage you to purchase a ticket to come and see this spectacular performance. You won't regret seeing the show and supporting the Circus Juventas mission.

# Email Template

Customize the sections in purple.

Dear \_\_\_\_\_,

I hope you are doing well! (Personalize an introduction here.) I am writing to give you a little more information about an organization that my family and I are involved with.

(Choose a value/mission statement to share) Circus Juventas is a 501(c)(3), nonprofit performing arts circus school for youth dedicated to inspiring artistry and self-confidence through a multicultural circus arts experience. An important part of Circus Juventas' mission includes self-confidence which is achieved through creating an environment that encourages leadership and life skills, teamwork, athleticism, artistry, pursuit of excellence, and community service.

Add a personal touch such as:

- My first Circus Juventas memory is...
- My favorite thing about CJ is...

Like many arts organizations, Circus Juventas has had to cancel shows, classes, and camps due to the unexpected challenges that 2020 has brought to all of us. It has been hard on the organization as it has lost \$1.5 million in revenue from cancelled shows, camps, and classes. Circus Juventas needs your help now more than ever, which is why I am doing what I can to support the organization the teaches kids to fly!

If you want to help, here are some things you can do:

- Donate [here](#). This is the BEST thing you can do to help.
- Create a Facebook fundraiser for Circus Juventas.
- Tell your family and friends about CJ classes and the upcoming holiday show.
- Ask me questions on how you can get further involved.
- Add a custom option.

Thank you for taking the time to read this email and support this organization that means so much to me. The Circus Juventas community appreciates your support. (add custom closing.)

Thank you,

Your Name

CJ Ambassador

# Follow-Up Email Templates

Dear \_\_\_\_\_,

I hope this email finds you well! I wanted to follow up to see if you received my email last week regarding ways you help in supporting Circus Juventas? I just wanted to reach out again and remind you about what you can do now to help. Circus Juventas had to cancel their annual spring and summer shows, camp sizes were cut in half, and the summer session was shortened due to COVID-19. Overall, about \$1.5 million dollars in revenue was lost.

**Now is the time to donate.** The Circus Juventas community needs your help more than ever to stay #CJstrong and help their young people fly! You can give today at <https://www.givemn.org/organization/Circus-Juventas>.

Please let me know if I can give you any more insight about Circus Juventas. I am happy to answer questions and share my story!

Thank you,  
Your Name  
CJ Ambassador

Dear \_\_\_\_\_,

I just wanted to let you know that I am SO close to reaching my goal of raising \$X for Circus Juventas. With your help, I can reach my goal! Circus Juventas values (include value statement of choice here). Those values are the reason why I continue to support Circus Juventas. (Further explain your reasoning if you wish.)

Give today at <https://www.givemn.org/organization/Circus-Juventas>.

If you are unable to donate at this time, please let me know if anyone you know might be interested in helping to support Circus Juventas. I am happy to reach out to them to share my story and answer any questions they may have. Another way to help that doesn't involve donating is to follow us on social media! This is an easy way to support this amazing organization, learn more, and stay up to date on happenings at Circus Juventas.

Thank you,  
Your Name  
CJ Ambassador

# Sample Facebook Post



Shannon Hartle

Just now ·

...

If you don't already know about Circus Juventas, I would like to bring this amazing organization to your attention. Circus Juventas is a 501(c)(3), nonprofit performing arts circus school for youth dedicated to inspiring artistry and self-confidence through a multicultural circus arts experience. But it is so much more than your average performing arts school....

The first time I walked into Circus Juventas, I felt like I had been transported to another world. I immediately felt the sense of community, and I was even more impressed by the kids flying through the air. By the time I saw my first show, TWISTED, I was hooked. I could see how this organization gives every kid who walks through the door a chance to be EXTRAORDINARY and how every small moment, such as a coach helping a kid back up after they fell down, was a transformative lesson to help the students succeed in all walks of life.

I am asking you today, my friends and family, to help support this organization. COVID has hit the arts hard and Circus Juventas is not excluded from that. Do what you can today to help keep changing lives of these young students with big dreams.

## CIRCUS JUVENTAS



## DONATE NOW

[HTTPS://WWW.GIVEMN.ORG/ORGANIZATION/CIRCUS-JUVENTAS](https://www.givemn.org/organization/circus-juventas)

<https://circusjuventas.org/>

Like

Comment



Write a comment...



# Approved Images

On the CJ Ambassador landing page, <https://circusjuventas.org/cjambassadors/>, there is a library of approved images that you can download and share wherever you would like.



If you would like to share one of your own photos on behalf of Circus Juventas (a photo of your kids, one you took at a show, etc.) please email [shannon@circusjuventas.org](mailto:shannon@circusjuventas.org) first to get the photo approved.