



Make 2nds Count Community Ambassador Pack

Welcome to the Make 2nds Count ambassador programme. M2C Community ambassadors are a group of patients that give their time, energy and support to help the charity in our work to give hope to those affected by Secondary Breast Cancer. They are essential to help us to raise awareness and contribute to the goals of our charity.

Intro:

As you know, we are a patient and family-focused charity dedicated to giving hope to women and men living with secondary breast cancer.

Secondary breast cancer, also known as metastatic, advanced or stage IV breast cancer, currently affects around 61,000 people in the UK. Make 2nds Count strives to raise awareness and fund medical research that will contribute to advancing an increased quality of life for patients. With your support, we can reach more people, raise more money and ultimately help more patients and families affected by this incurable disease.

This pack includes all of the information and resources that you will need to maximise your role as a community ambassador. If you have any questions or ideas, please contact the Make 2nds Count team at hello@make2ndscount.co.uk

Who we are:

Make 2nds Count is a patient and family-focused charity dedicated to giving hope to women and men living with secondary breast cancer. Our focus is to fund secondary breast cancer research that contributes to advancing an increased quality of life for patients; establish a community that supports and educates patients and families affected by secondary breast cancer; inform and facilitate access to patient trials and increase overall awareness of secondary breast cancer.

Mission - Giving hope to those affected by secondary (metastatic) breast cancer

Vision - We exist to help people with secondary (metastatic) breast cancer live longer and better lives.

Purpose - For patients, by patients: giving hope through clinical trial education, knowledge sharing, support and funding research.

Why we need you:

As a secondary breast cancer patient you are already your own champion tackling this incurable disease. The aim of our M2C community ambassador programme is to welcome and encourage our patient community to have a voice both externally & internally within Make 2nds Count.

M2C community ambassadors support the charity in many ways:

- **They are our sounding board - ensuring our fundraising promise, research and support programmes represent issues that are important to SBC patients.**

- **They are our ambassadors – raising awareness, representing the charity and promoting its work**
- **They are our voice – sharing personal experiences to help other patients understand they are not alone**

As part of the ambassador programme, we'll be holding a bi-monthly ambassador update meeting via Zoom, where you will be able to keep you informed about the latest news and charity updates.

We'd love you to attend these so that you can share your news and we can discuss ways of working with you to amplify this information. These meetings are not compulsory and we appreciate you will have other commitments so it would be great if you could join us when you can.

Your voice matters and we want to help you share your story because it will support others too.

How can you help?

We are inviting our ambassadors to help raise awareness of Make 2nds Count in a number of ways:

- By joining us at our monthly virtual ambassador activity update meeting
- By attending events and talking about the charity and the work that they do to support people across the UK. We'll provide you with a full outline of events near you and your attendance will be completely optional as we understand that you will have your own commitments too.
- Giving us your views on charity strategy and input into the research, education & support programmes
- By engaging with the media where appropriate. Our media agency will contact you and ask if you would be willing to share your story with the press. They may also be in contact from time to time to ask if you may wish to have some of your comments included in press articles. Again this is completely optional.
- Encouraging others to get involved in fundraising activities by telling them about the work that the charity does and explaining how they can get involved with various activities taking place near them
- By working to create fundraising events and opportunities within your local community.

What's in it for you:

- Experience working with a well-respected charity
- A sense of pride in helping to make a valuable difference in the secondary's community
- Representing a cause that is close to your heart
- Increasing education and awareness across the UK about secondary breast cancer
- Identification and promotion of your role as an ambassador on our social media channels and website
- A chance to meet new and like-minded people
- Media training from our PR agency
- The opportunity to attend interesting events

How do I get involved:

If you would like to become an official community ambassador for Make 2nds Count, please visit [Make 2nds Count Ambassador Form](#) and fill out the application form. A member of our team will then be in touch to discuss next steps.

FAQs:

- How much of my time will this take each month?

We will be running a bi-monthly ambassador update meeting which will be approximately 45 minutes long and we would be grateful if you could attend this. Beyond this, this role can be as involved as you like. The time that you commit to it is entirely at your discretion.

- Are there any compulsory elements?

As mentioned above, we will be running a monthly ambassador update meeting which will be approximately 45 minutes long and we would be grateful if you could attend this.

- Will my travel expenses be covered?

Make 2nds Count will reimburse all expenses agreed in advance and submitted via the volunteer expenses form. The team will be on hand to advise and answer your questions beforehand.

- I am running a fundraiser in my area as an ambassador and my local paper has contacted me. What is the best way to manage this?

Please contact our media agency, Four Media Group and they will be able to support you with all of the information that you need to communicate the story with your local newspaper. We are also happy to fully endorse this with a quote from the charity. We politely request that you run all press communications past our team for approval prior to external release.

Cristina Artico, Account Manager, Four Media Group – cristina@four-pr.com

Katie Easton, Account Executive, Four Media Group – katie@four-pr.com

- I am happy to attend events but do not want to be in the media – is this, OK?

Yes of course this is fine. As part of your involvement, we would love to support you to raise your profile and personal experiences of secondary breast cancer but this can be done in a number of ways and again is entirely at your discretion.

- Am I expected to attend all events in my area?

It would be brilliant if you could attend local events to represent the charity and the work that we are doing as this will help others to learn about the ways in which we can support that. Of course, this is not compulsory.

- Will I be responsible for fundraising?

There will be no obligation for you to fundraise, however, if you decide that you would like to, we will support you with your efforts across social media and the press.

- I'm not comfortable dealing with the press on my own

This is definitely not expected of you. Our media agency will be on hand to manage all of this with you. They will guide you through the process step by step and make sure that you feel completely happy and supported.

- How will I know what is being written about me in the media

Our media agency will share all materials with you before anything goes out to the media. Once these are fully approved, we will require your permission you share these with press contacts and also across our social media channels.