

Welcome to...



MISSION

The FindSpark training program will empower you to take control of your career and to help your peers do the same. Along the way, you will gain practical experience in networking, personal branding, social media, marketing, events, and entrepreneurship. Using these new skills, you will change the way your peers think about their careers by expanding their networks and giving them access to the best resources possible.

TRAINING + PERKS

As a FindSpark Campus Ambassador, you'll receive hands-on training and lots of resources, including:

- Training + Kickoff Day: a half-day workshop on resumes, LinkedIn, social media, networking & more
- Materials created by Team FindSpark on everything you need to know about developing your career
- Free Premium Membership, including a hand-picked mentor and access to exclusive events
- Mentorship from a member of the Community Advisory Board and our experienced team
- Support in developing a marketing strategy to share FindSpark resources with your peers
- Create a marketing wrap report at the end of the semester for use in your portfolio
- Discount on Wix.com and support in developing a professional website
- Discount on MOO business cards
- Free tickets to all FindSpark Fall 2014 events
- Discounted tickets for your friends & classmates
- FindSpark swag
- New headshot for your social media profiles

INDIVIDUAL GOALS

1. Acquire 100+ new FindSpark users from your campus using your unique tracking link
2. Come to (at least) one FindSpark event with a group of 5+ people
3. Sell 20+ tickets to fall events using your school's discount code (20% off!)
4. Contribute 1 post per month to the FindSpark blog
5. Acquire new Premium Members (make sure they put you in the 'referral' box!)
6. Get FindSpark linked as a resource on a school website or mentioned in a campus publication
7. Share one FindSpark resource per week on Twitter using #FindSpark. This can be a blog post, upcoming event, exciting opportunity from our job board, etc.
8. Give out 1 FindSpark pen per week
9. Choose one activation during the semester:
 - a. Go to a club meeting with hand outs, moderate a discussion, or to watch a video
 - b. Table in your student center or at a pre-existing school event
10. Document the experience! Share photos across all your social media platforms using #FindSpark as you accomplish your goals (will be used later on in your wrap reports)

SO HOW WILL YOU DO IT?

By Wednesday, October 8th, please submit a marketing strategy pitch to christina@findspark.com. It should answer the following questions, which will help you plan to achieve your goals. Your pitch may be submitted in whatever format you'd like - feel free to get creative!

1. What will your peers get out of using FindSpark?
2. How do you plan to encourage your classmates to sign up for the site? Be specific!
3. How do you plan to promote our events? Be specific!
4. Name 3 school clubs/organizations OR campus events you think would benefit from FindSpark.
5. Name 3 campus resources or publications for which FindSpark would be a suitable topic/resource.
6. What are 3 topics your peers would benefit from reading about on our blog?
7. Which event will you attend with a group?
8. What is one service we don't provide or topic we haven't covered that your peers would benefit from?

TRAINING + KICKOFF

Friday, October 10th, 12:30 pm - 5 pm at The Wix Lounge (235 W 23rd St, New York, NY 10011 ([map](#)))

Agenda for the day:

- Headshots, Pizza, Mingling & Swag
- Meet Team FindSpark, Ambassador Introductions & Icebreakers
- Program Goals, How Tos, & Logistics
- Networking, Public Speaking, & Personal Branding Workshop
- Resume Tips from a Guest Speaker
- Wrap Up / Q&A

IMPORTANT DATES

You get free tickets to our fall events! Visit findspark.com/events for full details and registration.

Monday, October 6th, 6-8pm	FindSpark Verified Mixer
Tuesday, October 7th, 8-9pm [Virtual]	Stand Out in the Job Hunt: Resume & LinkedIn Secrets
Thursday, October 9th, 6:30-8:30pm	Resumes & Cover Letters: Advice from Real Recruiters
Monday, October 13th, 8-9pm [Virtual]	Career Confidence Online & IRL: A Networking Workshop
Thursday, October 16th, 1-2pm [Virtual]	#FindSpark Chat: A Live Twitter Q&A
Saturday, October 25th, 10am-6pm	Find & Follow Your Passion Conference
Wednesday, November 12th, 6:30-8:30pm	From Hello to Hired : An Interactive Interview Workshop
Friday, November 14th, 12-1:30pm	Day in the Life Lunch
Thursday, December 4th, 6-9pm	Four Year Anniversary Party!