

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:

- Materials created by Team FindSpark on everything you need to know about developing your career
- Free Premium Membership, including a hand-picked mentor
- 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](https://www.wix.com) and support in developing a professional website
- Discount on [MOO business cards](#)
- Free tickets to all FindSpark Fall 2014 events (if you're ever in the area!)
- FindSpark swag

## INDIVIDUAL GOALS

1. Acquire 100+ new users from your campus using your unique tracking link
2. Get 30+ people to sign up for virtual events
3. Screen a virtual workshop with 10+ attendees (share a photo on Twitter/Instagram)
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 listed as a school resource 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 board, etc.
8. Give out 1 FindSpark pen per week
9. Choose one activation:
  - 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

## SO HOW WILL YOU DO IT?

By Wednesday, October 8th, please submit a marketing strategy pitch to [christina@findspark.com](mailto: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 get your peers to sign up for 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.
6. What are 3 blog topics your peers would benefit from reading about?
7. Which virtual event are you planning to screen as 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

We only expect you to attend virtual events, of course, but if you ever find yourself in NYC, you get free tickets to all our events! Visit [findspark.com/events](https://findspark.com/events) for full details and registration.

Tuesday, October 7th, 8-9pm	Stand Out in the Job Hunt: Resume & LinkedIn Secrets [Virtual]
Monday, October 13th, 8-9pm	Career Confidence Online & IRL: A Networking Workshop [Virtual]
Thursday, October 16th, 1-2pm	#FindSpark Chat: A Live Twitter Q&A [Virtual]
<b>Saturday, October 25th, 10am-6pm</b>	<b>Find &amp; Follow Your Passion Conference</b>
Thursday, December 4th, 6-9pm	Four Year Anniversary Party!