



About Go Purple Ambassadors

- WHO:** Go Purple Ambassadors are volunteer “cause champions” who help spread the message of prevention and the awareness vision of Purple Ribbon Council in their local communities.
- WHY:** To help prevent domestic abuse and dating violence BEFORE it starts and interrupt the cycle BEFORE someone gets hurt. To support, benefit and empower the most silent survivors-the children left behind when domestic homicide happens.
- HOW:** Go Purple Ambassadors lend their time, talent, passion, and energy to help Break the Silence, Break the Cycle, and Save Lives. Go Purple Ambassadors meet every three months and sign up to help lead or implement a quarterly project in the following hallmark areas:
- Awareness & Cause Marketing (and fund raising) and/or
 - Prevention Education and/or
 - Community Engagement and/or
 - Restorative Interventions & Solutions and/or

EXPECTATIONS:

1. **Attend quarterly training workshops.** Go Purple Ambassadors are expected to attend 4 training workshops a year. Ambassadors will learn about the dynamics of domestic abuse and dating violence, become familiar with the Purple Ribbon Council, get to know other Ambassadors, choose a project for the next quarter, and receive a project “kit.”
2. **Follow-through.** As a primarily volunteer organization, we depend on our Go Purple Ambassadors to help meet our vision to break the silence, break the cycle, and save lives. We expect that all Go Purple Ambassadors will follow-through with their quarterly project until completion.
3. **Communicate.** We ask that Go Purple Ambassadors keep the lines of communication open and let us know what is and/or isn’t going well with their project.
4. **Share.** We love to celebrate the success and actions of our Go Purple Ambassadors and learn how we can enhance our efforts. So, we ask that all Ambassadors participate in 2 to 3 check-in conference calls during the project quarter with their project “team.”
5. **Spread the Mission and the Purple.** Invite others to Go Purple, too!