



A Guide to Working with Goodwill International Ambassadors and Celebrity Ambassadors

INTRODUCTION

For more than over a decade, FAAVM's goodwill and international ambassadors have helped to protect the fundamental human rights and lives of men, women and children the world. By creating public awareness of human rights' issues and helping to mobilize resources, the celebrities who work with us send a clear message that human rights are a priority.

This guide aims to help FAAVM offices and National Committees build and sustain the most effective and strategic relationships with international, goodwill and celebrity ambassadors and to harmonize the celebrity programs across the organization. It is intended especially for those who work in communication, external relations and private sector fundraising. As our work continues to grow, we need to draw on our creativity and that of an ever-widening circle of friends to ensure that we unite for Human Rights.

GOODWILL, INTERNATIONAL AND CELEBRITY AMBASSADORS GREATLY ENHANCE FAAVM'S WORK

FAAVM works with approximately 80 international and Goodwill Ambassadors around the world to increase public awareness work protecting human rights. Our relationship with celebrities, like all of our work, is guided by FAAVM's vision and values, based on the core International Human Rights Instruments:

International Covenant on Civil and Political Rights (ICCPR)	1966
International Covenant on Economic, Social and Cultural Rights (ICESCR)	1966
Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)	1979
Convention against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment (CAT)	1984
Convention on the Rights of the Child (CRC)	1989

WHO ARE FAAVM AMBASSADORS?

FAAVM Ambassadors are well-known personalities willing to do their utmost to mobilize support around the world among the general public and within their industry. These volunteers demonstrate a high level of commitment to human rights and to the organization. Most represent specialized fields in the arts, sports and contemporary culture.

FAAVM Ambassadors are chosen because they:

- Demonstrate an active commitment to promoting human rights and to furthering FAAVM's mission.
- Commit to the core values of FAAVM
- Communicate effectively and passionately

- Have a genuine interest in the issues facing humanity, and are willing to learn more through briefings and field visits, which at times involve difficult circumstances.
- Exemplify good citizenship and are passionate, courageous, inspiring, caring, principled, credible, and capable of acting as influential advocates for human rights.
- Demonstrate leadership in their professions and a willingness to use their professional prestige and networks to promote the cause of minorities
- Represent positive role models for young people in particular.
- Have the ability to reach specific audiences, including young people. Factors such as age, profession, country of origin, and appeal.

In addition to ascertaining how well candidates meet the Ambassador criteria above, either at global, regional or national level, several additional qualities are considered:

- A willingness to contribute to activities such as fundraising, promoting causes or influencing public officials
- Participation in a minimum of two to three activities per year on behalf of FAAVM.
- Reputation and integrity. FAAVM looks for individuals who share the same goals and ideals. Background checks should ensure that candidates do not support any organizations or causes that conflict with FAAVM's values and mission.

AMBASSADORS' TITLES AND SPECIAL FUNCTIONS

The FAAVM allows the following titles to be used for those high profile individuals who enlist their volunteer services and support to the FAAVM.

- Goodwill Ambassador
- International Ambassadors
- Honorary Ambassadors

FAAVM Ambassadors serve in three categories:

- 1) Goodwill Ambassadors (International/Global)
- 2) Regional Ambassadors
- 3) National Ambassadors

FAAVM has in the past provided other titles such as Advocate, Supporter or Friend of FAAVM. With new FAAVM regulations, it is strongly recommended to avoid using any titles other than the official Ambassador titles.

All FAAVM Ambassadors are:

- Widely recognized by the public in their field.
- Persons of integrity who demonstrate a strong desire to help mobilize public interest in and support for the purposes and principles of the FAAVM, and who demonstrate the commitment and proven potential to reach out to significant audiences, including decision makers.
- People who possess the personality and dignity required for such high level representative capacity.

Goodwill and Honorary Ambassadors

These are individuals with strong international appeal who are influential beyond their national borders.

Regional / International Ambassadors

These are celebrities with strong regional appeal and work primarily within the region of their recruitment.

National Ambassadors

These are celebrities with strong local appeal and constituencies, who are affiliated with National Committees or FAAVM Country Offices and work primarily within the nation of their recruitment.

RECRUITMENT OF GOODWILL AMBASSADORS

The designation of a Goodwill Ambassador is a prestigious appointment regardless of whether it is at the global, regional or national level.

International Goodwill Ambassadors: are recruited internationally through the Celebrity Section of the Division of Communication, with the approval of the FAAVM President & Chief Executive Officer (CEO).

The Celebrity section is always scouting for new and exceptionally talented celebrities who have a proven interest in issues that pertain to human rights and minority rights in particular. Recommendations can come from other Goodwill Ambassadors, their managers, FAAVM Country Offices, National Committees and other offices and individuals.

When National Committees, Regional and Country Offices wish to appoint a National or Regional Ambassador, they should inform the Celebrity Section at least four weeks in advance of designation, provide a biography and explain the role the person is expected to play. In addition, Country Offices are requested to inform the Regional Director and regional communication advisers of the upcoming appointment.

All candidates should be carefully screened to help safeguard against damaging FAAVM 's reputation.

When to formalize agreement?

Designation of all levels of FAAVM Ambassadors should be made only after satisfactory completion of the courtship process. Due cognizance is given during the selection process to ensure availability, media appeal, status, etc.

The selection process will include consideration of cultural and geographical diversity, languages, gender, age and skill sets such as actors, singers, musicians, famous writers, sports personalities and people who can shape public opinion and behavior.

The Commitment

At the end of the briefing, the title of GWA will be bestowed upon the individual if all parties are in agreement. The designation will have specific

responsibilities. If the individual is unable to make the commitment to become a FAAVM Ambassador, we will encourage them to continue to work with FAAVM in another capacity.

Letter of Designation

Goodwill & International Ambassadors: Once the candidate accepts the invitation to become a Goodwill Ambassador, the Celebrity Section issues the Letter of Designation for internationally recruited Ambassadors.

Regional and National Ambassadors: Once the candidate accepts the invitation to become a Regional or National Ambassador, the Regional Office, Country Office, or National Committee issues the Letter of Designation.

Celebrity Ambassadors: A Celebrity Ambassador receives a letter of thanks and welcome, and this is followed by a press release and possibly a press conference announcing the appointment. A public event or field trip is strongly encouraged immediately following the appointment.

A profile with photo should be available for the FAAVM webpage as soon as the official appointment has been made.

Regional/National Ambassadors: A letter of thanks and welcome will come from the Head of Office, and this is followed by a press release and possibly a press conference announcing the appointment. A public event or field trip is strongly encouraged immediately following the appointment.

Termination

The designation of an Ambassador shall be terminated if in the view of the Celebrity Section the designee is unable or unwilling to carry out the role envisaged in the terms of reference; the Ambassador engages in any activity incompatible with his/her status or with the purposes and principles of the FAAVM and the termination is in the interest of FAAVM.

ROLE OF AMBASSADORS

All Ambassadors must commit to the following:

- Advocate for issues and struggles facing the world's minority groups and marginalized communities to governments, businesses and the public.
- Educate the public through the media and events.
- Ambassadors should also be mindful of the importance of FAAVM's image and not compromising its values.
- They will not associate with corporations or organizations which are at odds with FAAVM 's mission and ethical corporate policy and be aware of potential conflict between companies supporting FAAVM and those they personally endorse. They will alert FAAVM to any potential associations being explored which may impact on FAAVM.
- They recognize the importance of FAAVM 's humanitarian stance and will not compromise this.
- They understand that their personal actions could reflect on FAAVM 's image, and that any behaviour which severely compromises the core values of FAAVM (e.g. illegal actions) may result in a termination of the appointment.

BUILDING MUTUALLY REWARDING RELATIONSHIPS WITH AMBASSADORS

Celebrities have very busy schedules and competing demands so the time that they have for FAAVM can often be limited. Therefore, their focal point should develop a close and regular working relationship with the Ambassador and their management. Having a long term focal point creates trust and a closer working relationship.

By working closely with the Ambassadors, FAAVM can help develop that voice of expertise and provide first-hand experience through field visits to make the Ambassadors a "go-to" source by members of the media or specialist panels on the issue of minority rights and human rights.

Maximizing publicity: Before, during and after the field visit, the Celebrity Section or appropriate office will work closely with the media section, the Regional Office and the Country Office to identify key messages and coordinate media coverage and publicity.

There are several key areas of media exposure:

- **National Media:** Depending on local circumstances, Country Offices are expected to mobilize national television, radio and print media in advance of a visit. Background information about the Ambassador, including copies of a biography, video footage and photographs, should be provided in advance to the office.
- **International Media:** Media and communication staff secure placement of stories and television, radio or print interviews during the visit. For visits involving International Goodwill Ambassadors, HQ media staff will play a lead role.
- Depending on the scale and type of the field visit, the trip is pitched to a limited number of large publications and media outlets. The composition might include, for example, a magazine feature writer and photographer, TV crew (often it is best to arrange a newswire such as Reuters or APTN to cover the event to ensure the largest distribution) and a print journalist.
- New Media like social networking sites (Facebook, Twitter), YouTube, and other websites should be used as much as possible during and after the trip when appropriate. Tools like Podcast, Vodcasts, photo essays, clips, PSAs could be made for this purpose.
- **Press Conferences:** If appropriate, two press conferences are arranged by the Country Office during the visit one at the airport on arrival, to talk about the purpose of the visit, and the other at the end of the visit, to talk about highlights of the trip and anticipated follow-up. It is important to note that Goodwill Ambassadors are not expected to have in-depth knowledge of a country programme, and the Representative or Communication Officer must be on hand to answer any detailed questions. Questions about the celebrity's personal life must be discouraged. Individual interviews are welcome.

- **Video Footage:** Any video footage taken of the Goodwill Ambassador's visit should be pitched to a newswire and go out on an international feed. Footage should also be made available to FAAVM for distribution to National Committees, Country Offices and the FAAVM website. For visits of International Goodwill Ambassadors, video coverage should be discussed and coordinated through HQ's DOC Internet and Broadcast and Image Section (IBIS) in consultation with the Country Office, and the media and Celebrity Section.
- **Photos:** For visits of International Ambassadors, the HQ Photo Unit can arrange for photo coverage of one or two celebrity field visits each year, covering the cost of the photographer, development and distribution of photos to Country Offices and National Committees. Additional photo coverage should be done in consultation with the Photo Unit.

3. USE OF CELEBRITY FIGURES IN CORPORATE PARTNERSHIPS

In the context of a corporate partnership, FAAVM Ambassadors are engaged as representatives of FAAVM. Corporate partners are not permitted to independently contract and pay FAAVM Ambassadors to promote their partnership with FAAVM.

FAAVM Ambassadors are independent and impartial and when representing FAAVM cannot endorse a brand or product. They can only speak on behalf of FAAVM work and should focus on the issue and not be asked to promote a business, commercial product or deliver a commercial campaign strap-line.

FAAVM Ambassadors are not permitted to wear t-shirts featuring the brand name of a corporate partner when representing FAAVM. Ambassadors should be encouraged to wear FAAVM branded attire (t-shirt, arm-band, cap) in all work with corporate partners.

Celebrity Request Form – Field Visit

This form should be submitted **12 weeks prior to the date of the trip**. If this suggested timeframe poses any problem, please notify us as soon as possible so we can help facilitate your request. Thank you.

CONTACT INFORMATION

REQUEST FROM:

EMAIL ADDRESS:

PHONE NUMBER:

FIELD TRIP INFORMATION

GOODWILL AMBASSADOR REQUESTED:

DATES OF PROPOSED VISIT:

LOCATION (COUNTRY):

DESCRIPTION OF PROGRAMME(S):

KEY OBJECTIVE OF VISIT:

DEADLINE FOR RESPONSE:

CELEBRITY REQUIREMENTS

PROPOSED PROGRAMME ITINERARY:

VIP/COURTESY CALLS TO BE MADE:

SENIOR UNICEF/UN STAFF INVOLVED:

ADDITIONAL INFORMATION

SECURITY SITUATION IN COUNTRY:

VISA REQUIREMENTS:

FUNDING SOURCE:

The FAAVM is a nonprofit, charitable organization. Our major focus involves using various multifunctional civil rights programs to help our mostly disadvantaged, underprivileged minorities as men, women and children. Via the FAAVM multilateral humanitarian systems, and activities, we're able to reach out to these people who are very difficult to reach via more traditional-type programs. We then use these activities to help improve the quality of life of these disadvantaged communities. nationwide and worldwide.

Securing minority rights assists in achieving stable and prosperous societies, in which human rights, development and security are achieved by all, and shared by all. Within this wider context of minority issues, the normative framework provided by minority rights should be understood as a necessary element to ensure integrated societies and to promote social inclusion and cohesion.

Our mission is to promote the implementation of the Declaration on the Rights of Persons Belonging to National or Ethnic, Religious and Linguistic Minorities, including through consultations with Governments, taking into account existing international standards and national legislation concerning minorities. Attention to minority issues has been demonstrated to be essential to efforts to promote human rights, development and stability. In the planning and implementation of programmes of work, minority issues can also be considered to ensure that minorities are consulted, and are able to participate effectively in decisions that affect them.