



SCHOOL
THE WORLD

WORLD CHANGER INFLUENCER PROGRAM

Requirements:

1. **Follow @schooltheworld** on all social accounts & share our posts to your story.
2. **Assist with overall marketing** whether that be video reflections about your experience, help with content creation, focus groups, etc.
3. **Write an article** for your town newspaper or the School the World Blog.
4. **Post on Instagram** after trip at least 2 times tagging @schooltheworld.
5. **Help schedule & market info sessions** (flyers, announcements, activity board, middle school announcements, social media, etc.).
6. **Recruit other students** from your town and/or your trip to to come to the info session (at least 5-8 students attend).
7. **Attend info sessions** to talk about trip experience.
8. Speak to your town's middle school about your service trip.
9. Be available for any other marketing related requests from STW Staff.

Optional/Additional:

- Help start a chapter or club in your school, town or college.
- If return on a trip, **STW Student Leadership** position available (can discuss more).
- *As an ambassador, you will also have access to benefits like swag bags, vouchers on future trips, and more fun bonuses!

Email danielle.adams@schooltheworld.org for more information!