

WALK TO A BETTER WORLD



Photo: Matthew Napier, Global Poverty Walk 2013

Ambassador Proposal

Help us end poverty in the next generation

Proudly supporting:





MATT NAPIER

In his mission to end world poverty

Matt has:

- Cycled across Australia in 2012
- Walked from Perth to Sydney in 2013
- Spoken to thousands of kids
- Spoken to political leaders

This year Matt will continue his mission with a walk across Southern Africa and he needs your help.

Walk to a Better World

Help end poverty in the next generation

My name is Matt Napier and I am on a mission to end world poverty in the next generation.

Since 2012 I have been raising awareness of the need for more support to eradicate poverty by taking on challenges like cycling across Australia in 2012 and walking from Perth to Sydney in 2013 whilst bouncing an Australian Rules football. These challenges have attracted the attention of approximately 130 media outlets and have given me the opportunity to speak with thousands of school children and politicians about global poverty.

I do this because I strongly believe that society as a whole could do a whole lot more to eradicate poverty and I'm ready for my next challenge. In June this year I will be walking from the West to the East coast of Southern Africa to raise awareness of how society can end world poverty in the next generation. I will be kicking and/or carrying a soccer ball the whole way to connect with people in the communities that I pass through and making a documentary to highlight the causes of poverty and how they are being overcome.

A key aspect of the campaign is calling on people to pledge 1% of their income to charities leading the way in eradicating extreme poverty around the world.

To make this possible I need your support

You can help by becoming an Ambassador

I am calling on supporters from around the world to become Ambassadors for the Walk to a Better World campaign and to help spread the message that we all want to see a world without poverty.

By becoming an Ambassador you will be helping me raise awareness of the issues caused by poverty and what people can do to help. Simply by helping me to spread my campaign through social media in the lead up to, during and after the journey you will be helping me reach more people and in doing so will also demonstrate your commitment to a better world for all.

AMBASSADOR RECOGNITION

As an Ambassador your contribution will be recognised in the following ways:

- Your own personal “My Better World” statement on the Ambassador page of our website
- A link to your profile personal website
- Mentions on our social media channels
- Invitations for our events



BEING A WALK TO A BETTER WORLD AMBASSADOR

All Ambassadors will be recognised on our website with a photo, your own personal statement of what your “Better World” would look like, and a link to your personal profile or website. Your *My Better World* statement will also be shared through Walk to a Better World social media networks in the lead up to the walk.

In order to show your support for the campaign, I encourage you to promote my website, social media channels and the pledge. For example:

- Sharing my Facebook page with your Facebook followers
- Sharing your *My Better World* statement through social media
- Promoting the pledge when it is launched and in the lead up to the walk
- Tweeting about Walk to a Better World, before and during the walk
- Utilising your other networks such as email newsletters to help get the word out to as many people as possible in the lead up to, during and after the journey.

I hope that you will support my mission to end poverty in the next generation by becoming an Ambassador. For more details please contact me at matt@walktoabetterworld.com or call 0437 306 330.