SNEHA KARMA FOUNDATION

Ambassador Playbook

Share the work. Tell the truth. Make the ask. · November 2026

Get Involved

Share the work. Tell the truth. Make the ask.

Ambassadors do one thing that no advertisement can: they put a real person behind the work. This playbook gives you the words, images and rhythm to do that well — without overstating, without burning out, and without ever putting a girl at risk.

You do not need a large following. A handful of people who trust you is enough to change what a girl can do with her year.

The three pillars

Every post should do one of three jobs. If you are unsure what to say, pick a pillar and start there.

1. Story

Show a real moment from SKF's work: a girl returning to school, a first exam, a mother who changed her mind about early marriage. Stories create recognition. They are why someone stops scrolling.

2. Proof

Answer the quiet question every donor has: *does this actually work?* Use the verified figures, the transparency record and the honest limits. Do not promise more than the program can deliver.

3. Ask

Make one clear request. Give monthly, sponsor a girl, start a fundraiser, come to an event. One ask per post. Two asks cancel each other out.

Your weekly rhythm

Consistency matters more than volume. Two posts a week, one story share and one monthly theme is a sustainable pace.

- **Monday:** one story or fact about the work.
- **Thursday:** one proof point or invitation to give.
- **Once a month:** pick a theme — a program, a season, a milestone — and let that theme carry your posts for the week.
- **Thirty minutes a week:** batch your posts. Write them together, schedule them, and keep the rest of your week free.

If you miss a week, nothing breaks. Start again the next week. The girls are not counting your posts; they are counting on the people who stay.

Nine post templates

Copy these, change the brackets, and add your own words. The best post sounds like you, not like a press release.

1. Introduce yourself

> I have joined the ambassador network for Sneha Karma Foundation. I am not raising money today — I am here to share what I learn about girls' education in India, and to answer questions if you have them. If you want the honest version of what works and what does not, follow along.

2. Share a story

> This week I read about [story or moment]. What stayed with me is [one detail]. It is a small thing, but it is the difference between a girl staying in school and being pulled out. That is the work.

3. Explain the impact

> [Amount] can fund [what it pays for]. It is not a slogan: it is a share of a real program cost. School fees, books, a uniform, a safe place to sleep, meals and mentoring — the ordinary things that decide whether a girl finishes her education.

4. Launch a fundraiser

> I am marking [occasion] by raising money for girls' education. My target is [amount]. If you would rather give time than money, message me — there are other ways to help. Link in the comments.

5. Midpoint update

> We are [X]% of the way to [target]. Thank you to everyone who has given so far. If you have been meaning to, this is the moment — and if you cannot give, sharing this post is genuinely useful.

6. Final 48 hours

> Forty-eight hours left. [Amount] raised of [target]. Every gift is receipted, and every rupee and dollar is reported back. If you have already given, thank you; if you have not, there is still time.

7. Thank you

> We did it. [Amount] raised for [program]. I will share what the funds do as the year goes on — not just the good news, but the real picture. Thank you for trusting this work.

8. Event invite

> I am hosting [event] on [date] for Sneha Karma Foundation. [One line on what the evening is]. Come for the [food/music/conversation], stay for the story. Message me for the details.

9. Answer an objection

> A fair question I get: "How do I know the money reaches the girl?" The answer is boring and important: audited accounts, published financials, receipts for every gift, and reporting on what worked and what did not. If a program underperforms, they say so. That is why I trust them.

What your ask makes possible

These are shares of a real program cost, not fixed price tags — need varies by village — but they show what a modest gift can do.

- **$50** — one-fifth of an annual sponsorship: roughly a term of school materials, uniform and exam fees.
- **$250** — a full year of Support-A-Girl for one girl: tuition, books, uniform, safe accommodation, healthcare and mentoring.
- **$1,250** — five years of sponsorship, carrying a girl from school into higher education or a trade.

Donations are tax-deductible in the USA (EIN 47-3774368). For Indian 80G and FCRA status, please contact us before giving if a deduction matters. Read the full account in Where Every $50 Goes.

Assets and approval

- Use images from the approved asset library only. Do not download and repost photos of children from social media.
- The logo, impact one-pager and campaign images are available from the ambassador team.
- Send anything sensitive or unfamiliar to us before you post. We will check it quickly.
- Use your own words. Copying a post is fine; sounding like a brand is not.

Rules that protect the girls

- **Consent first.** Never publish an identifiable child’s name, school, address or photo without documented consent from a guardian and from us.
- **No invented numbers.** Use only the verified figures in this playbook. Do not estimate a fundraiser total you have not raised.
- **Disclose your role.** Say that you are an ambassador for Sneha Karma Foundation when you are asking for support.
- **Protect personal data.** Do not share donor lists, addresses or payment details.
- **Follow platform rules.** Follow the fundraising and disclosure rules of the platform you use.
- **Escalate.** If someone reports a safeguarding concern or asks a question you cannot answer, send it to us the same day.

How to measure your reach

You do not need a dashboard. Once a month, note three things: the reach of your posts, the clicks on your link, and the number of people who started a fundraiser or gave. Bring those numbers to your monthly check-in. We use them to learn what resonates and to say thank you properly.

Start here

Pick one pillar, one template and one person to send it to this week. That is the whole method.

Explore ways to fundraise Start a fundraiser Ask us a question

Contact us

Have a Question or Feedback ?

Contact us