

AMBASSADOR

+ guide

Becoming a USANA Foundation Ambassador is a unique opportunity to help change the world for good as you grow your business. The generosity, service, example, and influence of USANA leaders from many nations can accomplish amazing things. As an Ambassador, you set the standard for all Associates to follow and ensure “giving back” is an essential part of the USANA lifestyle.

Donations and Fundraising

Money is a big part of the solution to malnutrition across the world. It takes enormous financial resources to produce and deliver millions of meals each year, and to equip communities with the materials they need for sustainable food independence. Fortunately, with support from USANA and our partners, every dollar makes a huge impact.

- As a USANA Foundation Ambassador, set the example by donating regularly. Encourage your group to donate monthly, which is the best way to help sustain our many charitable projects. No donation is too small.

In addition, you can hold fundraisers to get others involved:

- Always consult with Foundation staff before planning a fundraiser.
- Be creative! Holding fitness classes, movie nights, and holiday-based fundraising is a great way to bring people together and fundraise.
- Facebook and similar social media sites are great ways to encourage donations.
- Due to legal issues, all event generated

donations must be made directly to the Foundation by:

- Donating directly through via our official page USANAFoundation.org
- Writing checks directly to the USANA Foundation

Serve at Home

You know the best places to eat, shop, and have fun where you live. You're also the best person to identify people who are struggling in your community, as well as local charitable organizations that need help.

Ambassadors should be involved in a service project at least once per quarter. Look for opportunities for you and your USANA teammates to serve. Great places to start are food kitchens, homeless shelters, schools, homes for the elderly, hospitals, veterans' centers, libraries, etc. And remember to invite friends and family to join you—it could be a great way to introduce them to USANA.

Many local opportunities can be found on websites like these:

justserve.org | volunteermatch.org

If there is a charitable cause or program in your area that you are especially passionate about, and it fits within the mission of the Foundation, you can become a financial sponsor with the help of a partner grant from the USANA Foundation. Contact us for more information.

Service Trips

As you probably know, the USANA Foundation takes groups of associates to many parts of the world where helping hands are needed on site. From delivering food to schools, to building sustainable farms, to protecting at-risk children, these projects change the lives of the people we serve, and the people who do the service.

To be eligible to join a service trip:

- Be at least 18 years old. Under 18 requires special approval by the Foundation staff.
- Be a leader or growing influencer in your USANA region.
- Be a strong supporter of the USANA Foundation through donating, serving, and sharing.
- Contact the sales team in your market to request information about service trip opportunities.



Sharing ^x ^o

The more people know about the Foundation, the more good we can do! As an Ambassador, post at least once a month on your favorite social media platforms to inspire and motivate others.

What to post:

- News, links, stories, photos, and videos from the official USANA Foundation website, blog, and social media channels.
- Stories and pictures from your personal service.
- Invitations for others to get involved.
- Anything that communicates how your USANA business changes lives for the better.

Photo and video tips:

Photos and videos are especially powerful and shareable ways to tell your story, start conversations, and inspire others.

- Take photos of your team before, during, and after the service.
- Take photos of the location at which you are serving.
- Try wearing USANA Foundation gear when serving to promote team unity.
- Always take photos in bright areas.
- Photos of smiling faces always make for positive social media posts.
- Always ask for permission before taking photos of non-team members.
- Most importantly, always be respectful when taking photos of others.

If you have any additional questions regarding the Ambassador program, how to serve, or how to be a USANA Foundation Ambassador, please send an email to eric.davies@usanainc.com.