

STAND Student Ambassador Packet

Welcome to STAND

Thank you for stepping up as a STAND Student Ambassador. You are not just hosting events; you are leading a movement to empower students, build community, and create real change for animals, the environment, and global justice.

About STAND

STAND (Students Taking Action for Nature and Dignity) is a nonprofit organization dedicated to empowering young people to take meaningful action for animal rights, environmental sustainability, and social justice. We believe students are powerful catalysts for change, and we provide the resources, training, and community support needed to make a lasting impact.

We focus on:

- Volunteering and direct action
- Research and education
- Policy advocacy and campaigns
- Community building and leadership development

Your Role as an Ambassador

As a STAND Ambassador, you are a connector, leader, and mentor in your school and community. Your core responsibilities include:

Build and Lead Your School Chapter

- Form a STAND club or working group at your school

- Recruit and engage members, including classmates and faculty sponsors
- Hold regular chapter meetings to plan activities, set goals, and support each other
- Report daily meeting goals/lessons to the chapter, and inform them about upcoming events
-

Educate and Inspire

- Organize events and awareness campaigns that educate your peers on animal rights, environmental issues, and social justice
- Distribute STAND educational resources and share important articles or updates
- Use creative outreach methods such as school newsletters, posters, and social media

Connect to the STAND Website and Programs

- Guide students to register on the STAND website and explore volunteer opportunities
- Help them submit their volunteer hours and actions to the STAND impact tracker for verification and recognition
- Connect interested students to the STAND Research Hub, where they can contribute articles, learn about current studies, or propose independent projects

Foster Research and Academic Engagement

- Encourage peers to participate in or start their own research projects related to animal welfare, environmental science, ethics, or policy
- Promote submission of student research to the STAND platform, providing national exposure
- Support the creation of study or discussion groups focused on critical topics related to STAND's mission

Promote Advocacy and Policy Engagement

- Coordinate letter-writing or petition campaigns supporting animal welfare and climate policies
- Educate students on how to contact local representatives and get involved in policy change
- Mobilize your community for regional or national advocacy actions

Act as a Mentor

- Support and encourage new members who want to get involved but are unsure where to start
- Share your own experiences balancing leadership, activism, and academics
- Create leadership opportunities within your local chapter to help others grow

Event and Activity Ideas

Ambassadors are expected to organize at least one major event or campaign per semester, with more encouraged as capacity allows. Examples include:

- Plant-based food fairs or cooking demonstrations to encourage sustainable eating
- Research and reading nights to discuss recent studies and share learning
- Civic action workshops teaching students to engage with lawmakers and policy
- Documentary screenings followed by facilitated discussions or guest speaker panels
- Local environmental clean-up days or community gardening projects
- Art showcases or creative contests to raise awareness
- Mini-research fairs where students present independent projects to their peers and community

Connecting Students to the STAND Website

As an ambassador, you are a key bridge between your community and STAND's national platform. You will help students:

- Sign up for the STAND volunteer and impact portal
- Submit and verify volunteer hours and projects to receive credit and recognition
- Engage with the Research Hub, including submitting their own research, reading other students' work, and applying to be featured
- Join STAND's national student network to collaborate with like-minded activists across the country

Meetings and Check-Ins

National Ambassador Meetings

- Bi-monthly (every two months) online meetings led by STAND headquarters
- Sessions include guest speakers, leadership training, campaign updates, and ambassador networking

Local Chapter Meetings

- Recommended monthly meetings to discuss upcoming activities, track progress, and support member development
- Flexible in format (lunch gatherings, after-school meetings, or virtual calls), based on what works best for your group

Ambassador Expectations

- Attend all bi-monthly national ambassador meetings
- Organize at least one major event or campaign per semester

- Submit monthly impact reports, including event summaries, participant numbers, and photos
- Actively connect peers to the STAND website, research hub, and volunteer programs
- Mentor and support new and existing chapter members
- Uphold and promote STAND's core values: compassion, integrity, inclusivity, and empowerment

Support You Will Receive

As a STAND ambassador, you will have access to:

- The Ambassador Resource Toolkit, which includes event planning guides, recruitment materials, presentations, and outreach templates
- Mentorship and direct support from STAND national leadership
- Priority consideration for STAND leadership roles and internships
- Personalized letters of recommendation and leadership certificates upon request
- Recognition on the STAND website and social media
- Exclusive ambassador merchandise and digital badges

Recognition and Awards

Your hard work and impact will be celebrated through:

- Ambassador of the Month highlights
- Features in national newsletters and social media
- End-of-year awards for most impactful chapter, most creative event, and strongest outreach
- Opportunities to attend or lead at regional and national summits and conferences

Why Join

- Make a meaningful difference in your school and broader community
- Build valuable leadership, organizational, and advocacy skills
- Strengthen your college applications and future career opportunities
- Connect with a nationwide network of passionate youth leaders
- Contribute to real, lasting change for animals, people, and the planet

Next Steps

1. Complete the STAND Ambassador Application [insert link].
2. Attend the national ambassador orientation meeting.
3. Begin forming your chapter and plan your first local meeting.
4. Start connecting students to the STAND website and research hub, and begin building your local movement.

Contact and Support

For questions, support, or additional resources, please contact:

Email: standstudentadvocacy@gmail.com

Instagram: [@stand_student_advocacy](https://www.instagram.com/stand_student_advocacy)

Step By Step STAND Chapter guide:

1. Talk to a staff member that can help you establish a club, and can help you start advertising STAND action in your school. If you cannot establish it as a club itself without more traction, advertise taking action through STAND in other humanities, environmental and leadership clubs.
2. Use the provided flyers, instagram posts, and slideshows each week in a STAND chapter, or once a month if it's an affiliated club.

3. Advertise to friends and classmates and keep expanding the STAND or STAND affiliated chapter. Make instagram posts about even upcoming bills, community action, and events!
4. Make sure to attend bimonthly student ambassador meetings