



## Cowboys for Cancer Research

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[www.c4cr.com](http://www.c4cr.com)



### C4CR AMBASSADOR PROGRAM

Ambassadorship is the new wave taking over marketing. Let's face it, the media-savvy among us harbor a healthy skepticism of marketing pitches, but we're much more receptive to the opinions of our own friends, or friends of friends. When we see the passion in others, it's contagious. It drives us to action.

Luckily, most Non-Profits already have these 'Ambassadors' – they just may not know it yet. These individuals work with the organization because they already believe in what it stands for. Anyone who knows your organization and supports its mission, goals, and values is actually an *'unofficial'* ambassador.

But still in this age of telephone scams and mail fraud schemes everyone has the right to be cautious about whom they are truly supporting. Therefore, in an effort to govern a host of individuals that are claiming to support our organization, the current Board of Cowboys for Cancer Research has established the following plan for an **Official C4CR Ambassador**.

- Apply with C4CR for the program.
- Required one-time wholesale purchase of \$500 in C4CR merchandise.
- Serve as a C4CR liaison and supervise C4CR satellite events within your area.

Official Ambassadors personalize and add value to the meaning and purpose of the organization. They are able to emotionally connect with your donors and investors. They can turn one-time donors into lifelong investors. They are willing to share with others the vision of the organization. And they want your organization to succeed.

No matter where they come from, all Ambassadors have one thing in common: They believe in a good cause and they want to help.

Come join us in becoming an Official Ambassador with Cowboys for Cancer Research!

#### **2020 Cowboys for Cancer Research Board of Directors:**

Marion Barboa Shannon Cox Priscilla Creed Diane Delk Joe Delk  
Andie Johnson Dylan Johnson Julie Johnson Tony Johnson

*Dedicated to raising money to support on-going cancer research projects at  
New Mexico State University and UNM Comprehensive Cancer Center.  
C4CR is a 501 (c) 3 non-profit organization.*