



NEWS RELEASE
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National Ambassador Program Offers Novel Approach to Increasing Volunteerism

Franklin, TN - The busyness of parenting multiples usually leaves little time for hobbies or volunteering. Even so, parents have been stepping up to drive the work of Multiples of America for more than 60 years. Called National Workers, these parents serve on the board of directors, create educational materials, write articles for publications, connect with members who need specialized support, host online networking events, develop surveys, design social media posts...and so much more. Each National Worker is appointed to a specific department or committee and primarily focuses her work within that one specific area.

But the world of volunteering is changing. Volunteers are looking to build in more flexibility in terms of time and tasks. Some call it micro-volunteering. Multiples of America has fashioned another term. Multiples of America is initiating a new volunteer initiative through a drive for National Ambassadors.

What's a National Ambassador? Multiples of America Ambassadors are members who want to spark a difference for the organization, but have just a few hours or days to spare. They may be members who have never volunteered before or former volunteers who now can't offer the time commitment of a National Worker, but want to continue sharing their talents with the organization.

Ambassadors make their impact by completing a few self-selected activities. They may connect with prospective members or sponsors, write a story for a publication, share social media posts, or assist with events at the annual convention. A board member pairs with each Ambassador to answer questions and provide support.

"The Ambassador program is designed to build a larger base of volunteers by offering lots of small ways members can help without the full commitment of being a year-long National Worker," said Sara Barr, Media and Publications Vice President. "It's a simple, yet meaningful, opportunity for a member to actively participate, support our organization, and pay it forward."

Multiples of America (also known as the National Organization of Mothers of Twins Clubs, Inc.) is a 501 (c) 3, non-profit organization dedicated to supporting families of multiple birth children (*twins, triplets and higher-order multiples*) through support, education, and research. *Founded in 1960, the organization serves nearly 4,000 members in more than 125 clubs across the country. For more information about the organization, its services, and benefits, contact our Executive Office, at info@multiplesofamerica.org.*