

LifePack Ambassador Program



Malnutrition is the #1 killer of children around the world. Every 11 seconds, a child dies from malnutrition. 50 million children are at risk. And as a result of conflict, climate shocks, and COVID-19, millions more could die if we fail to act. But this is a problem with a solution.

When a child is so sick that food is no longer an option, a 25¢ pack of nutrient-rich peanut paste known as Ready-to-use Therapeutic Food (**RUTF**), given 3 times a day, for 6-8 weeks can bring them back from the brink of death.

LifePack is a campaign that unites the gaming community and industry against malnutrition. 100% of the money raised provides lifesaving **RUTF** to a severely malnourished child in need.

TO SAVE AS MANY LIVES AS POSSIBLE, WE WANT EVERYONE TO KNOW ABOUT LIFEPAK.



Tell your community and share LifePack on social media:

Instagram/Facebook: Complex problems need innovative solutions. I'm thrilled LifePack has launched to join the fight to end malnutrition. LifePack is teaming up with the video game industry to help get RUTF to children who urgently need it. Be sure to follow @LifePackSaves to keep up to date on new partners and upcoming events. Malnutrition kills. #LifePackSaves

Twitter: I'm thrilled LifePack has launched to join the fight to end malnutrition. LifePack is teaming up with the video game industry to help get RUTF to children who urgently need it. Follow @LifePackSaves to learn more. Malnutrition kills. #LifePackSaves

Social Media Guidelines: Please feel free to adapt the language to fit your brand voice. Use @LifePackSaves and #LifePackSaves in all posts.

DOWNLOAD GRAPHICS HERE

GENERAL AMBASSADOR BENEFITS



As an ambassador, you will get access to the following benefits and more!

- ♥ Get featured on LifePack creator page
- ♥ Gain exclusive roles on the LifePack discord
- ♥ Be the first to know about upcoming events

REWARD TIERS

To acknowledge our ambassadors' efforts towards fundraising, LifePack is presenting a tiered rewards program. Reward items may include—but are not limited to—community swag, streaming equipment, and gaming items. Once you apply and are approved to join the LifePack Ambassador Program, the rewards and swag information will be provided.

[AMBASSADOR APPLICATION](#)



GUIDELINES ON INCENTIVES

Below are a few incentive ideas. You are also welcome to tease your upcoming charity stream and ask your community for ideas! This can help get them excited for the stream and help you come up with goals or incentives for donations.

- ♥ Make an in-game decision for you
- ♥ Sign an object with their name
- ♥ Spin a wheel full of incentives

AS A LIFEPAK AMBASSADOR

- ♥ We ask that you commit to hosting one fundraising stream event every 3 months.
- ♥ You will receive your Ambassador Welcome Pack after hosting your first event.
- ♥ We are unable to accommodate specific sizes for swag. As such, we will aim to employ a 'one-size-fits-all' approach.
- ♥ You are invited to join our discord server!

CONNECT WITH US!



Join our Discord and Social Media to follow our Community Events and support our cause

