



  
**SHINE ON NOW™**

**OFFICIAL AMERICAN GIRL®**  
Ambassador Tool Kit

# Welcome!



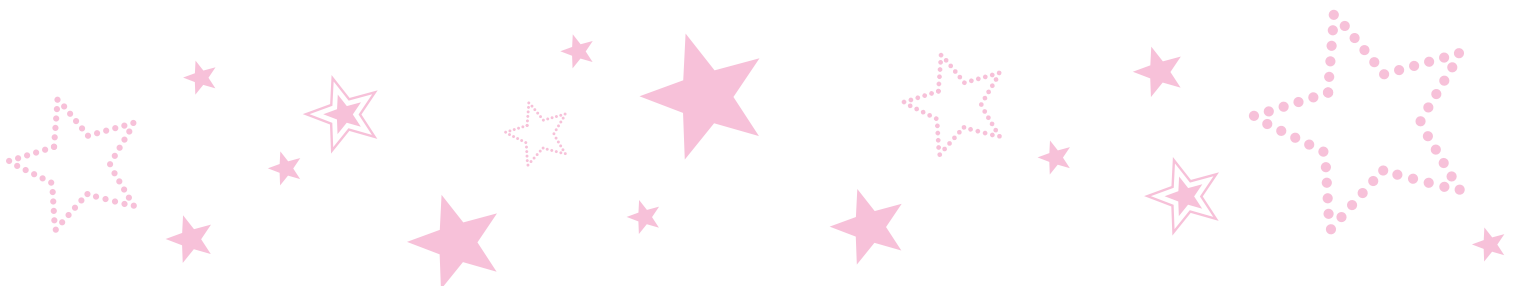
Thank you for becoming an American Girl Ambassador as part of our *Shine On Now*™ charitable effort. You've just taken a big step in learning how you can help make the world a brighter place—one small act at a time!

The information provided in this tool kit is designed to help you discover little (and large!) ways you can make a positive difference in your own community or wherever you may want to lend a hand!

American Girl is proud to do its part, too, by providing new clothes and books for children in need, donating dolls to girls who are in the hospital, and funding programs to help better our world. To date, we have donated millions in clothes, books, dolls, and money to our various partner organizations, including **Kids in Distressed Situations, Children's Hospital Association, Save the Children, Americans for the Arts, and National Wildlife Federation.**

Once you start lending a hand, we know you'll discover that the best thing about giving back is what it gives *you*: confidence, a sense of pride and accomplishment, new friends, and fun. So roll up your sleeves, read on for some great fund-raising ideas and tips, and get ready to make the world a brighter place!

—Your friends at American Girl



# How Can Your Hands Help?

Take our quiz to find out what kind of giving you might be best at.

Circle the answers that best describe you.

- 1** The animal shelter in your neighborhood needs your help. You
  - a. grab some pet toys and play with the kittens.
  - b. sell candy to help purchase kibble and kitty litter.
  - c. collect old yoga mats to help pad animal crates and kennels.
  - d. get the word out about when pet adoptions are happening.
  
- 2** A family in your neighborhood had a house fire. You
  - a. ask Mom to help cook a hot meal to deliver to the family.
  - b. collect one-dollar donations to purchase a department store gift card.
  - c. give a care package of donated used clothes and toys for the family.
  - d. create a poster and hang it up at your local community center letting neighbors know how to help.
  
- 3** A boy in your school became really sick with cancer. You
  - a. get all your friends together to make him a gigantic card.
  - b. give one month's allowance to an organization that helps kids with cancer.
  - c. bring him your favorite game to keep him company.
  - d. send an e-mail to your friends letting them know the date for the next Find-a-Cure run/walk.
  
- 4** An old building in your neighborhood is being turned into a community center. You
  - a. offer your time to help plant flowers and trees around the building's lots.
  - b. sell brownies in a bake sale to raise money for new furniture.
  - c. give your old books to the community center reading room.
  - d. help the project leaders find out the needs of the neighborhood.
  
- 5** You found out that your school is throwing all trash away instead of recycling. You
  - a. work with your student council to start a recycling program.
  - b. reach out to local businesses to help pay for or donate recycling bins.
  - c. donate moving boxes or milk crates to use for recycling bins.
  - d. write an article for your school newspaper about recycling.
  
- 6** Your elderly neighbor fell outside and broke her hip. You
  - a. offer to water her plants until she's well enough to do it herself.
  - b. buy some extra groceries for her with help from Mom or Dad.
  - c. check out some DVDs from the library for her to watch.
  - d. organize a schedule for neighbors to come and help or just visit.



# Answers:

## Hands-on Helper

If you answered **mostly a's**, you like to roll up your sleeves and get to work. You're happy to give your time, effort, skills, and energy to make a difference. There are all kinds of opportunities for you to help right in your own neighborhood. Think about offering to help decorate a library for the holidays, helping a neighbor clip coupons, washing toys for babies and children at a community center nursery, or putting together snack packs for kids in a homeless shelter.

## Fabulous Fund-Raiser

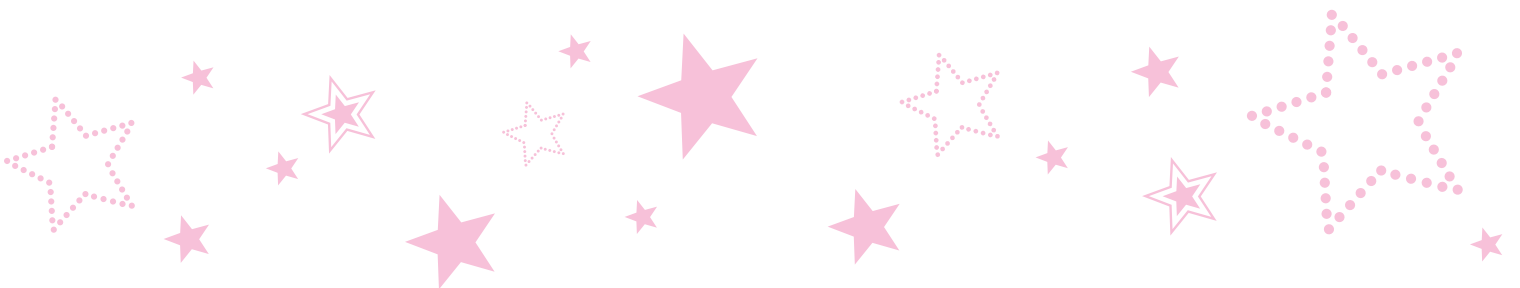
If you answered **mostly b's**, a go-getter like you can make things happen. Raising money for a cause is one of the most important things you can do to make a difference. You could sell breakfast muffins to earn money for new computers at your school, or have a craft sale in your driveway to raise funds to help save endangered monk seals.

## Donation Dynamo

If you answered **mostly c's**, you're great at figuring out how to get badly-needed items to those who need them. Consider collecting clean baby clothes for a local women's shelter or helping wildlife rescuers care for animals by giving used towels or pantry canisters with lids to hold food.

## Awesome Advocate

If you answered **mostly d's**, put your great communication skills to work and spread the word about issues that are important to you. Maybe you want to let people know why it's important to turn down thermostats in the winter or keep the curtains closed in the summer. Think about working with an adult to create a blog letting friends and family know how to help the planet and use less energy, create less trash, and so on.



# Do Your Part!



## Tips for Getting Started

- ☆ Think of causes that are important to you, and look for ways to **volunteer** your time and energy to help make a difference.
- ☆ Consider ways to **raise money** to help organizations (like your school, local animal shelter, or community center) pay for things they need.
- ☆ For a great way to give back, **donate** your old clothes, toys, and books.
- ☆ **Raise awareness** about things you care about by sharing your ideas with others.

## How to Get Others Involved

- ☆ Speak out. Let people know the who, what, and why of your cause, and how, where, and when they can get involved.
- ☆ With a parent's permission, communicate with others about your cause via e-mails or a blog.
- ☆ Nothing beats one-on-one interaction. Talk face-to-face with friends and family about the facts, issues, and ways to help.
- ☆ Be armed with lots of information. The best way to be an advocate for a cause is to know as much about it as possible. Do lots of research so that you can always try to answer people's questions.
- ☆ Be positive. When talking about your cause, point out all the ways that people can make a difference.
- ☆ Be passionate. Enthusiasm is inspiring and contagious. Be sure to let people know how important your cause is and how much it means to you.

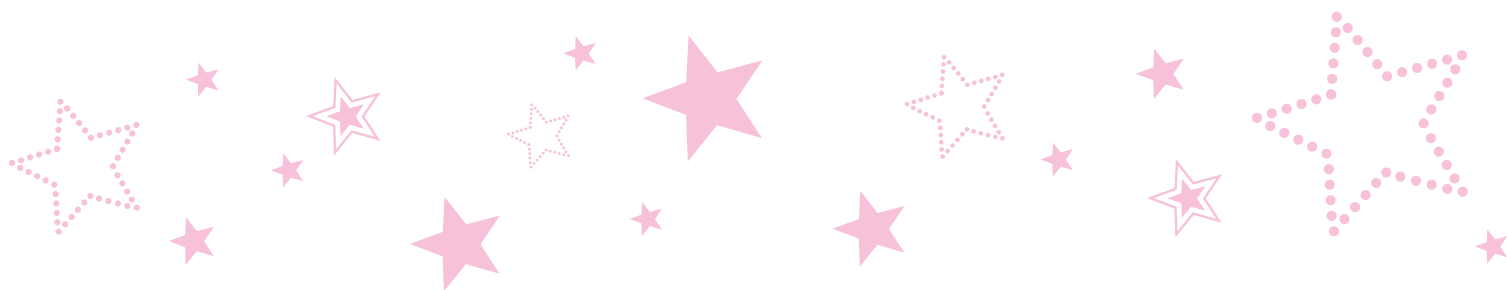


## Be a Hands-on Helper! Roll up your sleeves and volunteer your time to helping a worthy cause.

- ☆ Offer to decorate a local children's hospital for the holidays.
- ☆ Read books to kids in a hospital.
- ☆ Organize a cleanup at a neighborhood park, community center, school, or other public location.
- ☆ Collect clothing or other needed items for a homeless shelter to help dozens of needy families.

## Be a Fabulous Fund-raiser! Collect money to help charities pay for things they need.

- ☆ Gather clothes, toys, and books that you no longer need and ask your friends to do the same. Hold a yard sale and donate your earnings to a special cause. Make a sign to let your customers know the money is going to a charity. Ask Mom or Dad to call local community centers, libraries, or second-hand stores to see if they will accept any leftover clothes or books.
- ☆ Sell homemade cookies, cupcakes, lemonade, or other treats at a bake sale. Ask permission to sell them at places where crowds gather—such as town baseball games, street fairs, and busy sidewalks. Include information about the charity you are supporting on a sign at your treat table.
- ☆ Ask family, friends, and neighbors to sponsor you in a walkathon or a 5K run/ride.



## Be a Donation Dynamo! Find out who needs what in your community!

- ☆ Help wildlife rescues care for animals by giving old towels or plastic containers with lids to hold food.
- ☆ Donate canned goods to food drives.
- ☆ Do you have any birthday or holiday presents that you haven't taken out of their boxes or plastic wrap? Take the unopened gifts—such as dolls, games, other toys, or books—to a local children's hospital to cheer up the patients.
- ☆ Give old books to your public library.
- ☆ Collect old magazines and give them to a local clinic for the waiting room.
- ☆ Once you decide what you want to collect, go with Mom or Dad to ask for donations from everyone in your neighborhood. Be sure to introduce yourself and let people know you're collecting items for a donation drive. Leave a bag plus information about the drive, and let the person know when you and your parents will be back to pick up the donation bag.

## Be an Awesome Advocate! Help spread the word about causes close to your heart!

- ☆ Raise awareness about helping animals in your town and also saving endangered animals in the US and around the world.
- ☆ Spread the word about your cause by talking to your friends and family about it, making it the subject of a school project, or asking for donations to the cause.
- ☆ Wear a T-shirt that represents and helps raise awareness for an important cause.
- ☆ Have your parents help you create your own blog or website to support your cause.

More tips can be found in American Girl's *Lend a Hand* book.



# Do-Good Coupons!

Think about all the ways you can help your friends, family, or neighbors. Write down your good deeds on the cards below, cut them out, and hand deliver to people you want to help. Remember, giving comes in lots of different sizes—and even small things you can do to help can make a big difference.

**This coupon good for...**

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To: \_\_\_\_\_

From: \_\_\_\_\_

Date: \_\_\_\_\_

**This coupon good for...**

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 **SHINE ON NOW™**  
**Official American Girl® Ambassador**

This certificate recognizes

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for her efforts to give back, make a positive difference,  
and help make the world a brighter place.

