



Empower Ambassador Talking Points

1. Introduction

- The ambassador introduces themselves, share their story of loss and love, and explain how and why they are connected to Empower.
 - They thank everyone for their support of Empower and for being present today to learn more.
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2. Who We Are

- **Empower** connects, supports, and empowers children, teens, and young adults up to age 24 who have experienced the loss of a parent.
 - We are **non-therapeutic, volunteer-driven, and community-based**.
 - We do not have a physical office, although our headquarters are located in **Boston, MA**.
 - All programs are offered **free of charge** to families.
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3. What We Do

- We provide children, teens, and young adults relief from grief and guide them through life following the loss of a parent.
 - Our support comes in **two forms**:
 1. **Events**
 - We host large events, such as at the **Annual Mother's & Father's Day Events at Gillette Stadium**.
 - Local Volunteers organize smaller-scale get-togethers & gatherings within their communities, such as meet-ups at Top Golf or a cooking class, to remind children they are not alone.
 2. **Mentorship**
 - We offer a unique **Mentor Program**, which matches children, teens, and young adults with positive role models who have also experienced the loss of a parent.
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4. More About the Mentor Program

- **Mentors** are men and women over the age of 25 who have experienced loss (it does not have to be in childhood).
- **Mentor Screening Process** includes:

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- Interviews
 - Background checks
 - Automobile record checks
 - Submission of reference letters
 - Training from Empower Headquarters
 - Empower conducts a **meet-and-greet** with all families to understand their needs and find the best fit.
 - We do not match mentors to mentees randomly. We consider factors like **geography, time of loss, age of loss, type of loss, etc.**
 - **Commitment:**
 - Empower Mentors make a **1-year commitment** to the program.
 - Mentors are encouraged to meet with their mentees for a **minimum of 4-6 hours per month.**
 - We are flexible with the amount of time, offering a **hybrid model** for mentors with busy schedules who still want to make a positive impact.
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5. Where We Serve

- We are currently offering programs in **8 anchor regions:**
 1. Southern New England
 2. New York Metropolitan Area and Long Island
 3. Denver, CO
 4. Washington, DC Metro Area
 5. Los Angeles + North County San Diego
 6. North Carolina (Charlotte, Fayetteville, and Raleigh)
 7. Chicago
 8. Southeast Florida (West Palm Beach to Miami)
 - **Programs are region-specific.**
 - **Regional Information:**
 - **Ambassadors** should provide specific information on the region they are speaking to, using resources such as the [Judi's House Childhood Bereavement Estimation model.](#)
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6. Enrollment Procedure

- Families find us through a variety of channels:
 - **Social Media**
 - **Traditional Media** (TV, Newspaper, Radio, Magazine)
 - **Podcasts**
 - **Word of Mouth** (Family, friends)
- **Enrollment:**
 - Anyone who knows and loves a child can enroll them.

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- We ask that the **guardian** (if the child is under 18) be notified prior to enrollment or before the first contact with our program staff.
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7. Q & A

- **Open Floor:** Invite attendees to ask questions.