



**MUMMY
BUDDY**

Ambassador Pack



Motherhood is an incredible journey but it's often challenging and pretty lonely, feelings which are amplified under recent social distancing measures.

We know that face-to-face interaction, problem sharing and a bit of fun can have an overwhelmingly positive affect on a mother's mental state.

So, we've created and tested an area-based model that works. We've received awards, and bucket-loads of positive feedback. Our Ambassadors tell us they get a real kick out of creating a supportive, reassuring network for local mums.

This is your opportunity to join us in playing a vital role in providing 'real' support.

If you share our passion, then we look forward to hearing from you.

Janey
Founder of Mummy Buddy

New Mum Stats

We know that loneliness and PND are a real issue, particularly so in the early stages of motherhood.



1 in 5

experience Post Natal Depression (PND) or feelings of anxiety.

90%

of mums felt lonely after having children.

55%

felt 'friendless' after giving birth.



MUMMY BUDDY

**Award Winning Social Clubs for
Mums, Babies & Bumps!**

**Our Clubs are cocoons of support,
dedicated to holding relaxed, friendly,
real-life get togethers.**

Peer-to-Peer. Small groups. Big groups.

No fusty community halls.

No know-it-alls or patronising tones.

No name badges or awkward ice breakers.

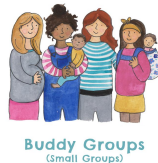
Promise.

What do we offer?

Each Club offers a variety of ways to get stuck in ranging from...



Peer-to-Peer - Our award winning 'Mummy Buddy Programme' matches mums with a Mummy Buddy.



Small Groups - Our Buddy Groups (mums with babies at a similar age, or mums-to-be) have their own whatsapp group to chat, share advice and arrange their own get togethers.



Bigger Groups - Our Meet-Ups are relaxed, informal, get-togethers, usually with a glass of wine! Ambassadors can set the frequency of these.



Parent Power Hours - Our topic-based expert-led sessions aimed to empower and reassure.

Our Achievements...

We've been busy since we got the ball rolling in October 2017...

We matched over 3,000 mums and mums-to-be as Buddies

We created over 12 Buddy Clubs across the UK, all led by local Ambassadors (Volunteers)

We received a Points of Light Award from the Prime Minister

We've attracted a strong position on our social media platforms, with over 10,000 followers on Instagram

We've grown Internationally with Clubs being established in the Middle East, Ireland and Spain

We've secured Community funding from the Tesco's Bags of Help initiative

We've trained and supported 4 volunteer interns from our West London base

Ambassadors

Our Ambassadors are wonderful!

They are genuinely driven to help and support mums and mums-to-be, and the outcome of their work is very powerful.

Ambassadors have told us that they enjoy their role because they:

- Meet some wonderful women.
- Make a positive impact.
- Offer reassurance and support.
- Find their input very rewarding.
- Develop their own confidence and local networks.



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How does it work?

Each Club is managed by our Ambassadors. They promote Mummy Buddy, arrange meet ups and connect mums.

Ambassadors can choose how they run each Club. It could be that you charge a monthly set fee (ie, £10) and offer general meet-ups, or you might rather just focus on running our weekly Buddy Groups, or, perhaps it's paid for events, such as our Parent Power Hours.

You might want to offer a range of things - it's up to you. We have a variety of tried and tested business models which we can share with you. We are here to guide & advise.

Business Model

Our tried and tested business model will enable you to create a home-based business with highly flexible hours whilst generating significant recurring income.

Key features include:

- Low start-up cost and no stock to buy
- Operate from home
- A number of income streams
- Comprehensive initial training
- Ongoing training & support
- Low monthly overheads
- Long term residual income
- Steady growth potential



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As an Ambassador you will...

Promote Mummy Buddy in your area

You will be the 'face' of Mummy Buddy in your area. You'll reach out to your local community, connect with local baby services, hand out flyers, post on local facebook groups etc.

Set-Up and manage the Buddy Groups

You will set up the Buddy Group WhatsApp Groups and let HQ know relevant links so that Mums can join straight from the Mummy Buddy Website. You'll need to keep a watching brief and encourage mums to chat/meet. We will send you all the info you need.

Match all Buddies

Our Buddy Registration forms are sent directly to your unique area based matching spreadsheet (we set this up for you). You need to match Buddies and confirm to those who have been matched We have a 'How to Guide' to help with this.

Hold local events and get togethers

Ambassadors organise local get togethers, knees Ups, Parent Power Hour or perhaps try a Swap Shop event? It's up to you! You set the frequency although meet-ups usually take place monthly.

Run an Instagram Account

We love instagram and our Ambassadors are doing a great job of creating local accounts. We'll set this up for you and get you started. Again, you can do as much or as little as you are able to on this.

And we will...

Do the Tech!

We'll set up your own webpage for your Club area. We'll automate all of our registration forms so that they connect to your own spreadsheets.

Help to promote your events & get together

We will send you our 'How to' guides including promotional materials and digital images.

Set up your Social Media Accounts

We'll get things set up for you and help you to get started.

Promote Mummy Buddy Nationally

We have over 10,000 followers on Instagram now - will will promote your events to our followers.

Cut out the Booking 'crap'

We will add your events to our booking service, cutting out all of the admin for you.

Code of Conduct

We will provide you with a clear Code of Conduct which sets out what is expected of our Ambassadors.

Support you

We will be on hand to support you in any way that we can and we have an Ambassadors WhatsApp Group to share ideas.



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Key Skills

To be a great Ambassador, it helps if you are:

- personable, friendly
- great at organising events
- a mum or mum-to-be
- great at communicating
- commercially aware
- social media savvy
- a common-sense thinker
- positive & compassionate

Who's it for?

Anyone really! Our Ambassador role tends to appeal to the following...

Stay at Home Mums

Your regular contact with mums and service providers makes you a prime candidate!

Maternity Leavers

It's often a big mental shift going from corporate world to mum world and our Ambassador role will keep your brain active.

Relevant small Business Owners

Perhaps you have established your own baby-related business and you are keen to engage with local new mums.

Full & Part-time-ers

Keen to support local mums? Have a bit of time to spare? It's easy to fit this around current work commitments.

What can you earn?

You can form your offer to suit you. We will provide you with tried and tested business models for reference once you sign up.

Income

As an example, if all Members pay £10 per month and you secure 25 members a month, by month 3 = £750, by month 6 = £1500

Or, you may focus on our Buddy Groups and run 10 a month, with 6 mums in each, at £25 each = £1,500

Plus, extra events, advertising, festive socials etc

Expenditure

Management fee of £25 per month to Mummy Buddy HQ - please note we've waived your first months fee.

How much time?

It's up to you, things are flexible to fit around your other life commitments, however, on average:

Meet-ups

You'll need to organise at least one meet-up a month, attend, meet and greet and promote.

Buddy Matching

approx 1-2 hours a week

Buddy groups (whatsapp)

approx 1 hour a week

Instagram

15-30 mins a day

Are there any upfront costs?

Low cost = great return!

We operate differently from franchise organisations, most of which have hefty start-up fees.

Initial fee

Only £150

(this is our New Starters offer for those who sign up before Sept 2020, our normal fee is £495 + VAT) - payment plans available.

This covers the cost of the Ambassador License, enabling you to use our Brand, Processes and Tools to run Mummy Buddy in your area.

This License fee also includes everything you need to get started such as: your Start-Up pack, training guides, promotional materials, your own Mummy Buddy Website, email address and social media platforms.

Please note: as a comparator, a typical franchise arrangement usually requires £6-10k investment

Additional costs

The only additional costs will be **public liability** and **indemnity insurance** which can be obtained easily online.

The cost will vary depending on the insurance company and geographical location, but usually around £12-18 per month combined.

What's Included?

We are keen to get you up and running as quickly as possible.

Key features include:

- Initial training
- Marketing materials package
- Immediate brand recognition and consumer awareness
- On-going marketing and operational support
- Proprietary software and support package
- Peer-networking
- Operations manual
- On-going training & support



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Why Join us?

Being an Ambassador is rewarding and flexible. It's a great confidence booster and will help to keep your brain active.

No Targets!

Work at your own pace.
We know how hectic life can be.

We will provide you with the materials

Flyers, signs, posters, the lot! We'll send it all over to you.

Great experience

We are always happy to provide references for any future job roles.

Honest & Authentic

We really believe in community and peer-to-peer support. Our Ambassadors receive great feedback and find their role really rewarding.

Have a laugh!

We certainly don't take ourselves too seriously here! Fun and laughter is at the core of how we operate.

Still Interested?

If so, we'd love to get you set up.

Simply email

janey@mummybuddy.org.uk

stating your name, postcode and tell us (briefly)
why you would like to be an Ambassador and what you feel you could bring to the role.

We will then check the availability of suitable territory areas and get back to you.
Once you are ready to proceed we will share our launch timeline, Agreement and
Code of Conduct.

We look forward to welcoming you in.

Thanks!



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