



a program supporting forest climate solutions.

The Ambassador Program

#forestproud

What We Do.
The #forestproud program

What We Do.

Via the **#forestproud** platform, we create and deliver original content designed to build awareness and support for forest climate solutions.

We deliver this message through a sophisticated digital strategy to a target audience of 18-34-year-olds, beyond the sector, engaged in climate conversations online.

What We Believe.

Forests provide powerful **climate solutions**.

Forest management is how we **deliver** those solutions.

Forest markets and products are how we **sustain** those solutions.

How You Can Engage.

Be a Supporter. Make an impact statement. Shape the brand and content.

Become a Partner. Collaborate on content, projects, and campaigns.

Donate. Walk the walk when it comes to forests and climate.

Rep. We have cool swag.



17k fans + followers across platforms

500+ unique community authors / month

The platform reaches **5-7 million people** / month

+50% of organic reach is on demographic

7% engagement rate* average

97% positive sentiment (24 month average)

47% women and **53% men**



Ambassador Pilot Program

Who better to tell the forest climate story than real people, who are proud of the work they do and excited to talk about how they are doing their part to deliver forest climate solutions?

#forestproud

Ambassador

Program Overview

If we've learned one thing from our work, it's that credibility, authenticity, and trust matters. So when it comes to talking about the power of forest climate solutions, who better to tell those stories **than the people on the ground, actually doing the work?**

Brand
Ambassador

Brand
Influencer

How to become a **#forestproud**

Ambassador

Eligibility: Open Invitation*

Incentive: Free Exclusive Shop Items

Requirements:

- 1** use the hashtag **#forestproud**
- 2 Like & Follow**
fellow ambassadors + influencers
- 3 Share & Reshare**
your favorite #forestproud content
- 4 Snap a Selfie**
tag @forestproud



Free!
Exclusive Shop Items

stickers, t-shirts,
& more.

The Shop

* Open invitation ambassadors require approval from #forestproud

How to become a [#forestproud](#)

Influencer

Eligibility: Invitation Only

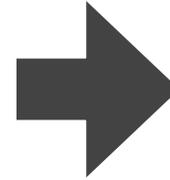
Incentive: Exclusive Shop Items + Stipend

Duration: Negotiable

Requirements:

- 1** use the hashtag **#forestproud**
- 2 Like & Follow**
fellow ambassadors + influencers
- 3 Share & Reshare**
your favorite #forestproud content
- 4 Snap a Selfie**
tag @forestproud

- 5** encourage others to **Follow Us!**
- 6** post about your favorite forest **Climate Solutions**
- 7 Share the Love**
using your unique promo code
- 8 Create with Us!**
let's create content together



Free!
Exclusive Shop Items
+
\$tipend
[The Shop](#)

Invited Ambassadors will also be eligible for Event Sponsorship & Ambassador Networking Opportunities

#forestproud

In 2020

4.4 Million

Tweets used the hashtag

#ClimateChange

< 1%

were from the forest sector.

Program Goals

Increase Share of Voice for Forest Climate Solutions

Short-Term Goal

Build awareness with our key audience (18-34 year olds, beyond the sector, engaged on climate) increasing the volume of positive conversations focused on forest climate solutions.

Medium-Term Goal

Our key audience connects forests - and all the products and benefits they provide - with powerful climate solutions as benchmarked by sentiment, share of voice, etc.

Long-Term Goal

Our target audience becomes champions of forest climate solutions as demonstrated by purchasing habits, career choices, policy support, etc.