

# Ambassador Tip Sheet



**Big Sister Association**  
of Greater Boston



## WHO WE ARE

Big Sister Boston is one of three Big Brothers Big Sisters of America affiliates in the city, and is the only one in the country solely serving women and girls. Our programs use the research-based model of positive, adult-youth mentoring relationships with a focus on girls' unique developmental trajectory, which is addressed through gender-specific support and programming.

## WHY GIRLS?

Research shows that when girls' unique needs are addressed, they thrive with increased confidence, academic achievement, improved interpersonal relationships, and the ability to make healthy decisions.

### We know that:

Girls' self-esteem declines as early as age 9, continues through adolescence.

By age 6, girls become less likely than boys to believe that members of their gender are "really, really smart."

Girls benefit from longer, stronger mentoring relationships lasting at least 12 months.

## WHAT WE DO...

We ignite girls' passion and power to succeed through positive mentoring relationships with women and enrichment programs that support girls' healthy development.

- \* We make and support **one-to-one mentoring relationships** in the community (CBM) and in schools (SBM).
- \* We offer **enrichment programs** to our one-to-one matches on a regular basis—these include workshops on goal setting or sexual health and puberty, and activities that provide exposure to the arts, health and fitness, college and career options, STEM, and community service.
- \* Our staff lead **group programs** for girls only that address topics ranging from fostering healthy relationships to identity and how it is portrayed in the media.

## WHAT WE ACHIEVE \* \* \*

Average length  
of relationship

**33**  
MONTHS  
**CBM**

**20**  
MONTHS  
**SBM**

Exceeding 12 month  
minimum commitment.

Our Little Sisters experience:



Improved grades and  
educational expectations.

Ability to avoid risky  
behaviors.



Positive relationships with  
peers and adults.

## HOW WE DO IT

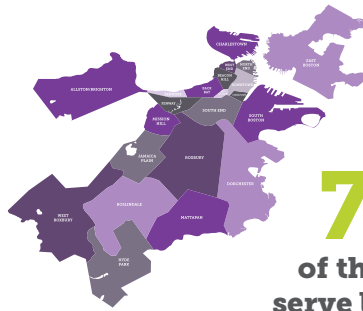
- 1 Recruit** women from corporations, affinity groups, colleges, and community events to become Big Sisters.
- 2 Interview and assess** potential Big Sisters and Little Sisters to ensure they are a good fit for our program and each other.
- 3 Train** Big Sisters to be effective mentors by exploring what the role of a Big Sister is and is not, environmental factors, and developmental stages unique to girls.
- 4 Support** through regular communication with Big Sister, Little Sister, and Little Sister's family to provide guidance and address challenges.

## \* QUICK FACTS



In 2016,  
we were  
recognized by  
Big Brothers  
Big Sisters of  
America as the

National Agency of the Year.  
**We are the only affiliate solely  
serving girls.**



**70%**  
of the girls we  
serve live in the  
neighborhoods of Boston.



**33%** of Big Sisters identify  
as women of color.

**90%** of Little Sisters identify  
as girls of color.

**WE SERVE  
2,700  
GIRLS ANNUALLY.**

## KEY MESSAGES FOR:



### BIG SISTERS

**Our Big Sisters are:**

**Prepared** with pre-match training.

**Supported** by our professional staff  
who communicate with both Big and  
Little Sister regularly to offer guidance  
and advice.

**Engaged** in our organization through  
e-newsletters, group activities, events,  
and workshops.

**Connected** to our community  
through personal, professional, and  
leadership development opportunities  
such as events, public speaking, or  
membership on our Young Professional  
Board, Diversity Council or Alumnae  
Association.



### PARENTS & GUARDIANS

**Big Sister Boston:**

**Is involved in the mentoring  
relationship** by providing support  
to Big Sister, Little Sister, and her family.

**Connects Little Sisters to  
resources** like education on  
sexual health and puberty, camp  
opportunities, and scholarships.

**Achieves positive outcomes**  
for girls such as improved confidence,  
academic performance, relationships  
with peers and adults, and ability to  
avoid risky behaviors.



### FUNDERS

**75%** of our operating  
expenses are directly  
related to our program costs.

**78%** of our funding  
comes from  
individuals, corporations, and  
foundations.

**Only 7%** of philanthropic  
dollars in  
the U.S. support girl-serving  
organizations.



### COMMUNITY PARTNERS

**We are the experts on girls.**

**We provide gender-sensitive  
programming to schools  
and other youth-serving  
organizations.**

**We will tailor our program  
to meet your company's or  
organization's needs.**

## Spread the Word!

*Get the conversation started with cues  
from this sheet.*

### LinkedIn

Add Big Sister Boston as volunteer  
experience to your profile.  
Search your professional network  
for connections at foundations,  
corporations, or community  
organizations and send them a note  
about your involvement with Big  
Sister Boston and why they might  
want to connect with us.

### Share our content on your social networks

We're on Facebook, Twitter, and  
Instagram. We post to the platforms  
Monday-Friday—be sure to follow us  
and share the content with on your  
social platforms!

### Speaking opportunities

Are you involved with or know  
about an organization that hosts  
events with speaking opportunities?  
Need someone to speak to  
mentoring, community-building, or  
women and girls? We'll prep you to  
be a speaker or suggest someone  
from Big Sister Boston who would  
be a good fit.

### Award opportunities

Alert us to awards for which we  
could nominate Big Sisters, staff, or a  
member of our Board, YPB, Diversity  
Council, or Alumnae Association.

### Media opportunities

Are you connected to someone  
in the media industry (hint: check  
LinkedIn!)? Make an introduction to  
Big Sister Boston's VP of Marketing  
and/or help us develop a story pitch.

### Recruit from your networks

*We always need more women to step  
up as Big Sisters!* The possibilities are  
endless: host a small gathering, invite  
friends to Big Sister Boston events,  
or create a challenge on social media.