



## **World For World Organization (WFWO)**

### **National Goodwill Ambassador for Development Networks (ADN)**

#### **Terms of Reference (TOR's)**

##### **DUTIES AND RESPONSIBILITIES:**

Under the general supervision of the Executive President of World For World Organization (WFWO), the ADN candidate is responsible for the following duties:

1. The National Goodwill Ambassadors for Development of the World For World Organization (WFWO) uphold the vision of the WFWO in general and the mandate of WFWO in the eradication of poverty in particular the Eight Millennium Development Goals (MDGs) and among various constituencies in their respective countries.
2. As a public figure or other public profile, the WFWO National Goodwill Ambassador for Development serves as a primary catalyst for helping WFWO build critical partnerships within the country that will enable the WFWO to increase its visibility and generate support for its mission while attracting more resources. For this reason, the National Goodwill Ambassador for Development must refrain from using this position as a political platform.
3. For all official missions agreed and approved by the WFWO, the National Goodwill Ambassador will be provided with per diem and travel costs. The Goodwill Ambassador for Development will serve an initial one year term with the option to renew, the Goodwill Ambassador for Development will exclusively represent WFWO in this capacity within the WFWO Team although he or she may participate in the activities of WFWO.
4. The WFWO, along with other international, has long enlisted the voluntary services and support of prominent individuals as Goodwill Ambassadors for Development or Youth Emissaries to highlight and promote

key policies. According to WFWO's website: "Their fame helps amplify the urgent and universal message of human development and international cooperation, helping to accelerate achievement of the Millennium Development Goals (MDG's).

5. The selected Global Goodwill Ambassadors for Development Networks, will be listed online in the WFWO website, as Goodwill Ambassadors for Development Networks by country representatives along with other WFWO's Global Goodwill Ambassadors.

6. After close consultation, WFWO will develop a tailor-made program of activities for the National Goodwill Ambassador for Development based on the following objectives:

7. Advocate WFWO's messages on Information and Communications, focusing on MDGs, education, health, environmental regeneration, HIV/AIDS and the advancement of women messages and efforts in all interviews and appearances with the media, legislators, private sector, the entertainment industry, sports or other resource mobilizations events and other targeted audiences.

8. Visit WFWO projects if is necessary and available in that region, to be able to provide first-hand accounts to WFWO audiences of the difference that WFWO is making in the lives of ordinary country representatives and population and to enable them to get involved.

9. Represent WFWO at various special events and other activities within country representatives throughout the year in order to galvanize national support for WFWO's policies and actions/programs.

- Participate in key WFWO events and support WFWO initiatives;
- Undertake other responsibilities as necessary;
- Resource Mobilizations programs;
- Promote the activities of the WFWO in the country representatives;
- Organize event and workshops to support the MDG's objectives;
- Public awareness activities to support the Eight MDG's and WFWO activities;
- Media campaign of the interest of development and population in the country representatives.