



Ambassador Welcome Packet

June 2023

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Free to the community – Nonprofit – Nonpartisan

PLYMOUTH INDEPENDENT

WELCOME LETTER

Dear Ambassador,

We are thrilled to welcome you to the Plymouth Independent Ambassador Program and extend our heartfelt thanks. Your commitment to this role will help strengthen and inspire our community in remarkable ways.

The Plymouth Independent has a clear vision - to delve into the stories that truly matter to our community, to foster dialogue, promote transparency, and uphold accountability. As an ambassador, you are now a vital part of this mission. Your role will help amplify our voice, extend our reach, and create meaningful connections within the Plymouth community.

We have created this Welcome Packet to provide you with an understanding of our organization and your role as an ambassador. Inside, you'll find resources and tools designed to assist you in carrying out your responsibilities effectively. We hope you'll find it informative and helpful as you embark on your journey with us.

Remember, your impact extends far beyond the immediate act of sharing news or fundraising. Every interaction you have as an ambassador has the potential to foster trust, engagement, and a sense of unity in our community.

We are excited to work with you and witness the incredible influence you will undoubtedly have on our organization and the community at large.

Thank you for choosing to stand with us in this important endeavor. Together, let's make some headlines in Plymouth!

With gratitude,

The Plymouth Independent Board of Directors

[Learn more about our Board of Directors here.](#)

PLYMOUTH INDEPENDENT

UNDERSTANDING THE PLYMOUTH INDEPENDENT

The Plymouth Independent is a free digital news outlet that is deeply rooted in our local community. We believe in the power of journalism to educate, inform, and engage. Our primary focus is delivering high-quality news content that is significant to Plymouth and its residents.

As a nonprofit news organization, we are committed to unbiased reporting that digs deeply into the issues that affect our community including education, the environment, public safety, development, town and county governance, and Plymouth's vibrant arts and culture scene. Our goal is to promote transparency, accountability and community engagement through reliable, fact-based reporting.

We are also actively engaged in fostering a vibrant dialogue within our community. By spotlighting diverse voices and perspectives, we aim to stimulate conversations that inspire action, promote understanding, and lead to positive change.

Our sustainability is largely dependent on the financial contributions from individuals and organizations who value our work. As an Institute for Nonprofit News (INN) member, we adhere to strict standards that ensure our editorial independence and integrity.

We are building a dedicated team of professionals and volunteers, including our Ambassadors, who all play a critical role in bringing our mission to life. Whether through reporting, fundraising, or community engagement, each team member contributes to making the Plymouth Independent a trusted and valued resource in our community.

MISSION STATEMENT

The Plymouth Independent is a nonprofit digital news organization based in Plymouth and dedicated to serving the local community. Our mission is to inform and engage the public on important local issues, including government, education, culture and the environment, through our commitment to accuracy, professionalism and ethical journalism. We maintain editorial independence and a firewall between our news coverage decisions and our sources of funding to ensure that our journalism is free from fear or favor. Our goal is to promote transparency, accountability, and community engagement through reliable, fact-based journalism.

PLYMOUTH INDEPENDENT

AMBASSADOR PROGRAM

The Ambassador Program is an integral part of our community-centered approach to journalism. By becoming an ambassador for the Plymouth Independent, you are championing the importance of local news, and your support will be instrumental in our success.

As an Ambassador, you are not just a supporter, but a partner in our mission. Here's what you can expect:

Community Engagement: Ambassadors play a critical role in spreading the word about the Plymouth Independent. By sharing our updates, stories, and initiatives within your networks, you help expand our reach within the Plymouth community.

Regular Updates: We value your involvement and want to ensure you're in the know. You will receive a regular newsletter with updates on our progress, highlights of our stories, and upcoming initiatives. This is your inside look at what's happening with the Plymouth Independent.

Feedback Opportunities: Your opinions and feedback matter to us. There will be regular opportunities for you to share your thoughts, suggestions, and concerns directly with our team.

Your commitment as an ambassador can be as flexible as you need it to be. Every post, every conversation, and every donation makes a difference. We're thrilled to have you as a partner in this journey and we can't wait to see what we will accomplish together for Plymouth.

AMBASSADOR PROGRAM FAQ

What does it mean to be an ambassador for the Plymouth Independent?

As an ambassador, you're an advocate for the Plymouth Independent within your community. You help spread the word about our mission, our stories, and our initiatives, and act as a connection between us and your community network.

What are my responsibilities as an ambassador?

Your main role as an ambassador is to promote the Plymouth Independent within your network. This can take many forms, including sharing our content on social media, speaking about us at your community events, or simply having conversations with friends and family about the importance of local journalism.

What kind of time commitment does this role involve?

The ambassador role is flexible. The time you spend as an ambassador can vary based on your availability and the activities you choose to participate in. Every bit of support helps, whether you're active in the role once a week or once a month.

PLYMOUTH INDEPENDENT

What support can I expect from the Plymouth Independent?

As an ambassador, you'll receive sharable content and regular updates about our progress, initiatives, and upcoming events. We're here to provide you with the resources and information you need to be a successful advocate. You'll also have the opportunity to provide feedback directly to the team.

How can I share my ideas and feedback?

We value your thoughts and input. There will be regular opportunities for you to share feedback, such as through surveys, during ambassador meetings, and on our private Ambassador Facebook group. You're also welcome to reach out to our team directly with any suggestions or concerns.

How can I increase my involvement as an ambassador?

If you're interested in deepening your involvement, there are many opportunities to do so. You might consider hosting a community event, starting a fundraiser, or volunteering your time in other ways. Reach out to our team if you'd like to discuss more options.

Who can I contact if I have more questions?

Please reach out to Patrick Flaherty (patrick@plymouthindependent.org). As a team, we're always here to help and answer any questions you might have.

SUSTAINABILITY CAMPAIGN

In the ever-changing world of news and journalism, sustainable funding is key to our growth and longevity. That's why we're launching our Sustainability Campaign, aimed at securing a consistent stream of funds to support our journalism. Our aspiration is to create a community of regular donors who, with a contribution of just \$10 per month, will significantly help us in maintaining our commitment to the Plymouth community.

As an ambassador, you play a crucial role in the success of this campaign. We ask that you not only consider becoming a donor yourself, but also take the lead in creating a fundraising team.

Creating a team is an exciting opportunity to engage your network in support of local journalism. By inviting friends, family, colleagues, and others to join your team, you amplify your impact and help us reach a wider audience.

This campaign goes beyond raising funds; it's about cultivating a community that stands with us. Each regular donor is a vote of confidence in our mission and our service. Each person you bring into this campaign strengthens our roots within Plymouth and amplifies the reach of our journalism.

Get started and create your team here!

<https://www.theplymouthindependent.org/sustainability-campaign/>

PLYMOUTH INDEPENDENT

PLYMOUTH INDEPENDENT FAQs

When will we begin Publishing?

We are thrilled to share that the Plymouth Independent is targeting to begin publishing our local news stories in October this year! The wheels are already in motion, with our search for our first Executive Editor currently live. The Executive Editor will play a crucial role in shaping our newsroom culture, guiding our editorial direction, and ensuring we uphold our commitment to journalistic integrity, transparency, and community dialogue.

We've been impressed and encouraged by the quality of applications we've received so far. The final date for new applications will be July 17th. Following this, we'll enter the phase of interviewing our prospective candidates. Our focus will be on selecting someone who shares our vision for the Plymouth Independent and is passionate about serving the Plymouth community.

We are eager to introduce our Executive Editor to you and the broader Plymouth community once the selection process is complete.

Who owns the Plymouth Independent?

The Plymouth Independent is a Massachusetts nonprofit organization incorporated as Plymouth Rock Publishing Corp. No individual person or group owns the Plymouth Independent.

How are we funded?

Our professional journalism will be free to the public. To fund the organization, we are developing a variety of revenue streams – individual contributions, foundation grants, sponsorships and more. We are not dependent on traditional newspaper advertising.

What is the relationship with the New Bedford light

The New Bedford Light serves as a successful digital news organization and the model for the Plymouth Independent. Their team has generously contributed their time, resources, and expertise to assist the Plymouth Independent during its startup phase.

The New Bedford Light acts as our fiscal sponsor, ensuring that our donors' contributions are tax-deductible before the Plymouth Independent obtains tax-exempt status. This process may take an additional two to three months for the IRS to complete.

While there is a professional and collegial relationship, the two entities are separate organizations.

How can someone donate to the Plymouth Independent?

Donate by Credit Card

[Click to make a one-time or recurring donation.](#)

To ensure our sustainability, we're encouraging ongoing monthly donations. A commitment of any size, tailored to your budget, will make a world of difference in supporting our soon-to-be journalism team.

PLYMOUTH INDEPENDENT

Your consistent backing helps us build a solid foundation for our future news organization, allowing us to focus on what we're passionate about – delivering the news that matters most to Plymouth.

Please Note: Plymouth Independent is waiting for its tax-exempt status – 501(c)(3) – to be processed by the IRS. While that is pending, donations made by credit card are not tax deductible. If you prefer to make a tax deductible donation now, you can by check! See below for more info.

[Donate by Credit Card Link](#)

Donate by Check

To make a tax-deductible donation to the Plymouth Independent, please enter information on your check as follows:

- (1) make the check payable to “The New Bedford Light” and, most importantly,
- (2) write Plymouth Independent on the memo line.

You can mail to our Plymouth office at:

Plymouth Independent

15 Richard's Rd

Plymouth, MA 02360

The Plymouth Independent is a Massachusetts non-profit news organization filing for tax-exempt status. While we wait a few months for that to be processed by the IRS, we have partnered with the New Bedford Light to act on our behalf as our fiscal sponsor. This will ensure all donations made through the process above are tax-deductible for our donors.

The New Bedford Light and Plymouth Independent share similar missions, and we are grateful for their support through this fiscal sponsorship.

AMBASSADOR WEBSITE

Here you will find ready to share social media posts, email templates, current and future fundraising campaign information, and other relevant resources to utilize as an Ambassador.

Ambassador Resource Website: <https://www.theplymouthindependent.org/ambassadors/>

PLYMOUTH INDEPENDENT

SOCIAL MEDIA LINKS

Please like and follow us wherever you have social media accounts:

Facebook – <https://www.facebook.com/ThePlymouthIndependent>

Twitter – <https://twitter.com/PlyIndependent>

Instagram – <https://www.instagram.com/plymouthindependent/>

LinkedIn – <https://www.linkedin.com/company/plymouthindependent/>

Invite your Facebook friends to follow our page. [Click here for easy instructions how!](#)

PRIVATE FACEBOOK GROUP

As an Ambassador of the Plymouth Independent, we warmly invite you to participate in our private Facebook group. This online space is dedicated exclusively to our ambassador community, and is designed to foster a supportive, engaging environment where you can exchange thoughts, share success stories, and receive updates directly from our team. Not only does this platform offer a unique opportunity to interact with fellow ambassadors, but it also provides a space where you can engage in deeper discussions about our ongoing initiatives and the impact of our work in Plymouth. To join, simply click the link below and request access. We eagerly anticipate the valuable conversations and meaningful connections that await us all in this digital community.

Ambassador Private Facebook Group:

<https://www.facebook.com/groups/plymouthindependentambassadors>

THANK YOU!

As we conclude this welcome packet, we want to extend our heartfelt gratitude for your decision to become an ambassador for the Plymouth Independent. The task at hand is certainly not a small one, but it is the efforts of people like you, who care deeply for our community, that will make our mission a reality.

Together, we will create a reliable source of local news that will foster dialogue, inform decision-making, and strengthen our community's bonds. Remember, this is not a journey we take alone. As an ambassador, you are part of our team, integral to our success.

We're thrilled to have you aboard and we look forward to working with you. Please do not hesitate to reach out if you have any questions or need assistance. We're here to support each other in this endeavor.

Thank you for standing with us as we embark on this journey to uplift local journalism in Plymouth. Here's to creating something special, together!