



Your Impact

The Side-Out Ambassador Program presents opportunities for students to make an impact by leading a Dig Pink® campaign, raising funds for Side-Out's stage IV breast cancer research, and learning about breast cancer.

By applying to be an Ambassador, you are in the extraordinary position to use the power of sport to impact those around you and unite your community.

At the completion of the program, Ambassadors receive national recognition and become eligible for scholarship funds, encouraging them to continue a life of setting and achieving their goals.

Thank you for your interest in the Ambassador Program. We look forward to helping you along the way!



The work done by Side-Out and their student leaders is remarkable. They show us each fall what can be done if we can conquer the thought that we are too small to make a difference!



Kathy DeBoer
Executive Director, AVCA



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In volleyball, we talk about the uncontrollables. We aim to not let these things affect our play. Dig Pink was so powerful because it took the uncontrollable that is cancer and gave us a sense of power.



Megan Birnbaum
2018 Side-Out Ambassador

Ambassador Requirements

Through the process of becoming a Side-Out Ambassador, use this checklist to help you complete all program materials. Before participating in the Ambassador Program, ask your school administration and volleyball coach for permission to lead a Dig Pink event.

- Register for Dig Pink online.**
- Sign up to participate in the Ambassador Program.**
(You will need the link to your fundraising page you received upon registering for this step.)
- Fill out your Dig Pink Event Plan. (**Download this template**)
- Complete breast cancer education hours. (**See tips on page 6**)
- Select a sponsor to write your Letter of Recommendation.
- Write a 500-750 word essay about your experience.
 - What did you learn from your educational hours about breast cancer?
 - How did what you learned from your education hours impact your Dig Pink planning?
 - What were some of the challenges you faced while leading and organizing your Dig Pink campaign and how did you overcome these challenges?
 - How did your Dig Pink experience impact you as a person on and off the court?
- Submit your online Ambassador application, including all program materials, by November 15.
- Submit all funds from your campaign no later than November 15.



Your Dig Pink® Campaign

You have the opportunity to bring your team and community together, inspiring them to make an impact through Dig Pink. Helping to create these meaningful experiences is what Dig Pink is all about!

There is no one way to participate in Dig Pink! Know that whatever you choose to do you are helping to change the way breast cancer is treated.

For help planning your campaign and ideas to incorporate, request your [Dig Pink Organizer Packet!](#)

Register for Dig Pink Online

Start your campaign online by registering your Dig Pink campaign at side-out.org/start-a-campaign.

As part of starting your campaign online, you receive your own fundraising page! This page is completely customizable and can be shared directly to social media and via email.

Customizing your fundraising page is important to gathering support for your Dig Pink campaign. This is a great space to explain why you're participating, how others can get involved, and share details about your event.

1 START YOUR DIG PINK® CAMPAIGN

Choose Dig Pink Rally or Dig Pink Dig-A-Thon.

2 SET YOUR GOAL

Fill in your details including the financial goal for your campaign.

3 FINALIZE YOUR ACCOUNT

Once you create your account, you can customize your free fundraising page!

Educational Hours

Education hours are central to each Ambassador experience and help you understand the cause, connect what you learned to your event, and strengthen your Dig Pink experience. Whether it's one hour or five hours, the goal is for you to learn something you didn't already know about breast cancer!

Those who go above and beyond in their education by completing it in more ways than one and detailing specific knowledge about breast cancer in their essay have the best opportunity to receive full credit on the essay evaluation.

Educational Hours Suggestions

If you need ideas on how to complete your education hours, check out our suggestions below.

- Visit a breast cancer research lab or cancer center
- Interview a local oncology nurse, physician, or someone who has breast cancer
- Listen/watch online breast cancer workshops through organizations such as CancerCare (cancercares.org)
- Complete hours by volunteering at a local hospital or patient support organization where you learn more about breast cancer



Running this event means a lot to me because both my grandmother and aunt had been diagnosed with breast cancer in the past, and doing this was a way for me to give back to them while playing the sport I love.

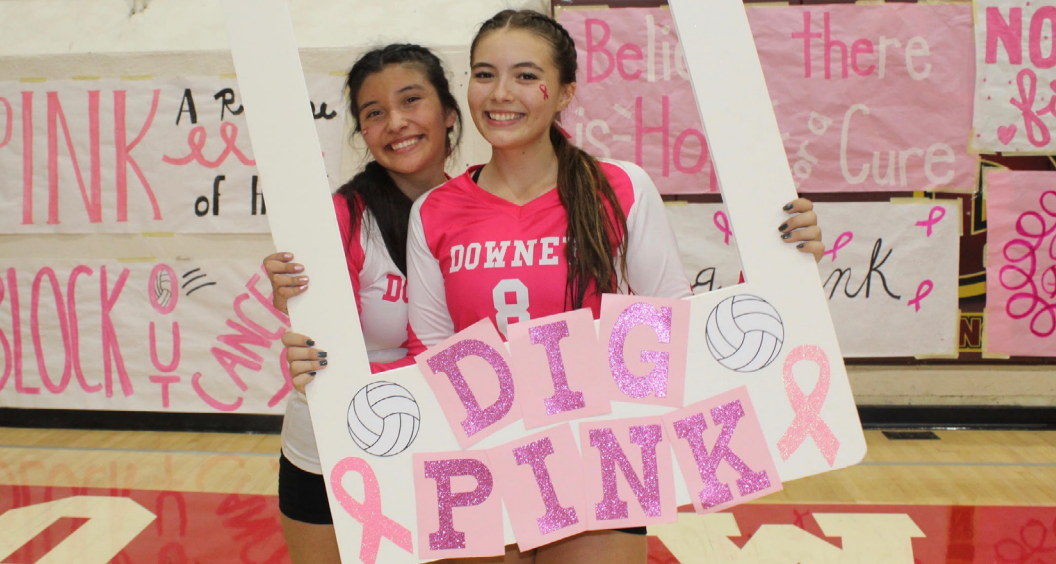


Kayla Podgurski

2017 Side-Out Ambassador

(pictured below at our research facility)





About The Essay & Event Plan

The essay is a chance for prospective Ambassadors to reflect on what they learned through their experience leading and organizing a Dig Pink event and how it impacted them as an individual.

It is important to use the essay questions on page 4 as a guide for the essay. The essay will be scored on how effectively these questions are answered and addressed and is a determining factor for our scholarship and National Dig Pink awards.

Ensure you put your best foot forward! Spend time and effort on your essay and have someone look over it for grammatical/formatting errors before submitting it. Parents, teachers, or even your sponsor would gladly help with this.

We understand that only so much of your Dig Pink experience can be included in your essay. Your Dig Pink Event Plan is another great place to highlight all the work you've done and should describe your marketing, fundraising, and communication efforts.

The essay and event plan are where our review board gets to 'experience' your campaign right alongside you!

Completing The Program

All program materials must be submitted online by November 15 and should include everything on the checklist below. The application, including all program materials, must be completed all at one time, as it is not savable.

Upon completion, you will be notified by email that your application has been received and is ready to be reviewed. This application is used to verify that each participant completed all necessary program requirements. Once reviewed, you will receive an email regarding your Ambassador status and if all materials are fully complete, you will receive your official Ambassador Program certificate.

Complete your application and submit all program materials [HERE](#).

Application Materials Checklist

- Proof of education hours including name(s) of organization and contact name(s) at the organization
- Essay (PDF format)
- Letter of recommendation from your sponsor
- Dig Pink Event Plan
- High resolution headshot
- Optional materials (video/photo montage, marketing materials, etc.)



Participating in Dig Pink was my way to give back to someone I cared about. Through these lessons, my world has gotten bigger and I hope that these small efforts will help bring about a cure.



Maille Bernice-Benavente Moriarty
2017 Side-Out Ambassador





Award Selection

After the Ambassador application deadline of November 15, the review board will begin reviewing applications to determine scholarship and AVCA/Side-Out National Dig Pink Award winners.

Award Eligibility

- Must be a high school junior/senior or college student by December of the same calendar year.
- High school students must be enrolled in an accredited U.S. college/university by October 1 following his/her high school graduation.
- Scholarship amounts range from \$1,000-\$3,500.
- Previous Ambassador Program scholarship winners are not eligible for future Ambassador Program scholarships.

***National Dig Pink Awards are ONLY available to Ambassadors who are members of their volleyball program.*

Evaluation & Notification

The review board evaluates each Ambassador for scholarship selection based on the criteria included in the Ambassador requirements. Scholarship selection is not guaranteed to any of our Ambassadors and scholarship selection is up to the review board's discretion. If two Ambassadors from the same school, club, or organization complete the necessary requirements, there is no guarantee that one, both, or either of the Ambassadors will be awarded scholarship or the National Dig Pink Award.

All Ambassadors will be notified regarding awards in December, and a full list of Side-Out Ambassadors will be posted on Side-Out's website. For those who qualify for the Side-Out/AVCA National Dig Pink award, winners will also be announced at the AVCA All-America/Players of the Year Banquet in December.

Disbursement

Scholarship funds will be disbursed in June to the student's college and applied toward his/her tuition costs if Side-Out receives the student ID from the winner. All scholarship winners should email ambassador@side-out.org with their college/university name and student ID number as soon as they are enrolled. Side-Out will contact winners via email to let them know when the scholarship has been mailed.

2018 Ambassadors

Side-Out/AVCA National Dig Pink® Award & Scholarship Winner

Scholarship Winner



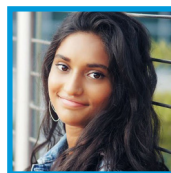
Megan Birnbaum
Bowdoin College
La Jolla, CA



Emma Carter
Rossville MS
Rossville, GA



Jackie Sterenberg
Centennial HS
Ellicott City, MD



Lisa Alexander
John Cooper School
The Woodlands, TX



Libby Chun
Taejon Christian
International School
Daejeon, Korea



Gabrielle Hegedus
Spring-Ford HS
Limerick, PA



Luryn Hendrickson
Shelton HS
Shelton, NE



Grace Novakoski
Grand Ledge HS
Grand Ledge, MI



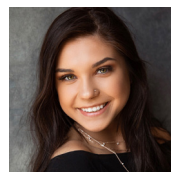
Kaylee Ann Prenosil
Pinnacle Juniors
Wisner, NE



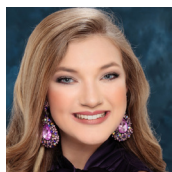
Madeline Smith
John Cooper School
The Woodlands, TX



Anna Williams
Espiritu Santo
Catholic School
Safety Harbor, FL



Brittini Lee Beckman
Pender Public School
Pender, NE



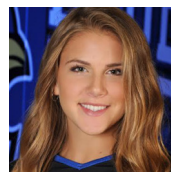
Natalee Cook
North Caddo
Magnet HS
Vivian, LA



Alexa Henry
Lenape HS
Mount Laurel, NJ



Ashley Jackson
Seward HS
Seward, AK



Katherine Schmidt
Liberty HS
Kansas City, MO



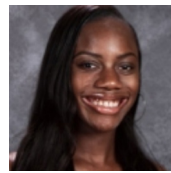
Dana Stefanides
Aliso Niguel HS
Aliso Viejo, CA



Peyton Tague
John Cooper School
The Woodlands, TX



Sophia Tulino
La Costa Canyon HS
Carlsbad, CA



Kayla Warner
Klein Forest HS
Houston, TX



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TOMORROWS MATTER™

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 [DigPink](https://twitter.com/DigPink)

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