



## Policies and Guidelines

### **Mission Alignment:**

Ambassadors should fully align with the mission and values of Somboon Legacy Foundation. They should be passionate about elephant welfare and demonstrate a genuine commitment to promoting ethical treatment of elephants.

### **Ethical Conduct:**

Ambassadors are expected to conduct themselves in a manner that reflects positively on the organization. They should adhere to high ethical standards and avoid engaging in any behavior that could bring disrepute to the organization or its cause.

### **Promotion of Sanctuary:**

Ambassadors play a crucial role in promoting Somboon Legacy Foundation work and initiatives. They are expected to use their platforms, including social media, events, and personal interactions, to raise awareness about the sanctuary's mission and encourage support.

### **Accurate Representation:**

Ambassadors should accurately represent the goals and activities of Somboon Legacy Foundation. Providing correct information and avoiding misinformation is essential in maintaining credibility and trust.

### **Non-Political Affiliations:**

Ambassadors should avoid associating Somboon Legacy Foundation with any political party, movement, or controversial stance unless explicitly authorized to do so by the sanctuary.

### **Respectful Communication:**

Ambassadors should interact with stakeholders, supporters, and the public with respect and empathy. They should be open to constructive feedback and engage in thoughtful dialogue when discussing the sanctuary's work.

**Transparency and Integrity:**

Ambassadors should be transparent about any potential conflicts of interest and should not accept personal benefits or compensation that could compromise their objectivity or integrity.

**Compliance with Laws and Regulations:**

Ambassadors should comply with all applicable laws and regulations related to fundraising and public communications in their respective countries, and any other activities related to their ambassadorship.

**Collaboration with the Organization:**

Ambassadors are encouraged to work closely with Somboon Legacy Foundation staff and volunteers, providing feedback and suggestions for improvement when appropriate.

**Time and Resource Commitment:**

Ambassadors should be willing to dedicate time and effort to support Somboon Legacy Foundation's mission actively.