



Volunteer Ambassador Guide

Your Charipillar Journey Begins Here

Charipillar Butterfly Network

Volunteer Ambassador Guide

Purpose of This Guide

This document is the official operating guide for Volunteer Ambassadors in the Charipillar Butterfly Network. Its purpose is to show you exactly how to be an effective Ambassador.

- You do not need marketing experience.
- You do not need fundraising experience.
- You do not need to invent language, strategy, or outreach plans.

This guide tells you:

- Who to reach out to
- Why Charipillar matters
- What to say
- How to say it
- How to support people once they begin

If you follow this guide, you will know what to do.

Welcome and Origins

Charipillar began as a conversation between a father and daughter.

My name is Ian, and Sophie is my daughter. When Charipillar was first imagined, she was a high school student deeply involved in athletics, school, faith, and service. Like many young people, she cared deeply about the world and wanted to help, but she also felt the gap between good intentions and meaningful follow through.

Sophie asked a simple but powerful question.

What if becoming healthier, more disciplined, and more intentional in our own lives could be directly connected to helping people in need. Not someday. Not later. But right now. She did not want a platform that simply asked people to donate and move on. She wanted participation. Effort. Ownership. Growth that translated into real impact for others. That question became the foundation of Charipillar.

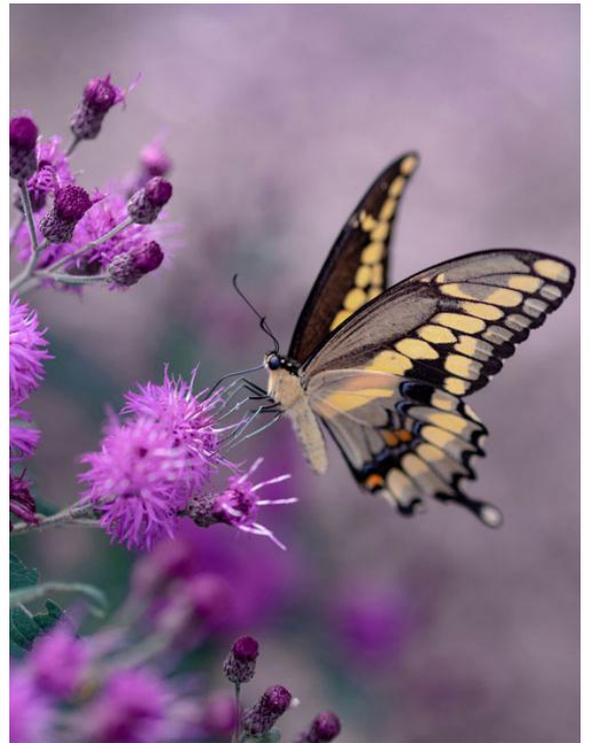
Together, Sophie and I built a platform that pairs personal wellbeing with generosity. People work on becoming better versions of themselves while directly supporting charitable causes they care about.

Our long term goal is to raise \$1 billion for charitable beneficiaries by 2036. We are starting with 160 challenges across eight pillars and ten founding charities. We believe the most sustainable way to grow this mission is through people and relationships, not paid marketing.

That belief is why the Butterfly Network exists.

What is Charipillar

Charipillar is a wellness and giving platform built around choice, flexibility, and participation.



Participants design a journey that fits their life. They choose which pillar or pillars to focus on, which challenges to complete, how long their journey lasts, and which charitable organizations they support. There is no required pace and no single right way to participate.

Challenges intentionally vary in duration, so every journey is unique:

- Single day challenges create immediate action and visible impact, such as the Nature Clean Up challenge.
- One week challenges build short term consistency, such as hydration or movement.
- Two week challenges deepen habits, such as gratitude or digital boundaries.
- Four week challenges support sustained transformation, such as fitness, financial, or spiritual practices.

Many people choose a roughly 90 day timeframe because it aligns naturally with school semesters and business quarters, but this is optional. Charipillar adapts to participants, not the other way around.

What is the Butterfly Network

The Butterfly Network is Charipillar's volunteer Ambassador community.

Ambassadors are guides and connectors. They introduce Charipillar through relationships, explain how it works in practical terms, and help people get started without pressure.

Charipillar grows through trust and conversation, not advertising. That is why Ambassadors matter.

What it Means to be an Ambassador

Being an Ambassador means participating yourself and then inviting others to explore Charipillar through relationships you already have. As an Ambassador, you:

- Participate personally so you can speak from experience
- Invite individuals or groups you already know
- Explain Charipillar clearly and honestly
- Help people get started smoothly
- Encourage participation and follow through

You are not responsible for collecting money, managing challenges, or running programs. The platform handles those pieces. Your role is relational, not administrative.

Why This Role May Be a Great Fit For You

The Charipillar Ambassador role works best for people who enjoy connecting with others and are motivated by purpose rather than quotas or schedules. It is often a great fit for:

- Stay at home parents who want meaningful, flexible volunteer work and an opportunity to sharpen communication and leadership skills before returning to the workforce.
- Retirees who want to leverage a lifetime of experience, relationships, and wisdom in a way that is impactful without being demanding.
- Coaches, teachers, and mentors who naturally encourage others and enjoy helping people grow.
- Community builders, faith leaders, and group organizers who already bring people together and want a positive, values aligned way to do so.
- Professionals in transition who want to stay engaged, purposeful, and connected while exploring what's next.
- People who care deeply about growth, generosity, and service and want to model those values in everyday life.



There is no required background, no sales expectation, and no fundraising pressure. If you enjoy conversations, relationships, and helping people take positive steps forward, you are well suited for this role.



Ambassador Workflow

Step 1: Participate Personally

Before inviting others, every Ambassador begins by participating in Charipillar personally. This step matters because the most effective Ambassadors speak from experience. You do not need to complete every challenge or have a perfect journey. You simply need enough firsthand experience to understand how Charipillar works and what it feels like to participate.

Getting started is straightforward. Begin by registering on the Charipillar platform. Go to <https://charipillar.org/#start> and follow the registration prompts. During registration, you will be guided through a small number of simple choices that define your personal journey:

- First, choose a pillar. Select one of the eight pillars of wellness that feels most relevant to where you are right now. This becomes the primary focus of your journey.
- Next, choose a core challenge. You will select one core challenge associated with your chosen pillar. This core challenge provides focus and continuity for your journey. You can complete additional shorter challenges along the way, but this initial choice helps anchor your experience.
- Then, choose a charity. Select one of Charipillar's founding charitable partners. Your participation and any fundraising you choose to do will directly support this organization. If you wish to support additional charities later, you can add them at any time by creating additional fundraisers.
- Optionally, join or create a group. If you are part of a school, workplace, faith community, or informal group, you may enter a group name during registration, so your participation rolls up into a shared experience. If not, you can participate as an individual.

Once registration is complete, you will be taken to your Charipillar Personal Page. This page becomes your home base. From here, you can track your challenges, reflect on your purpose for participating, invite others to join or support you, and see your personal and collective impact.

As you move through your journey, pay attention to what resonates. Notice which challenges feel realistic, how flexibility shows up in practice, and how the combination of personal growth and generosity feels over time. These observations become the stories and examples you will later share as an Ambassador.

There is no requirement to fundraise, complete a certain number of challenges, or follow a specific timeline. The goal of Step 1 is simple: experience Charipillar as a participant so you can confidently and authentically invite others to do the same.

For a visual walkthrough of registration, personal pages, challenge structure, and available tools, refer to the Charipillar At a Glance Guide.

Step 2: Choose Your Audience

After participating personally, the next step is to decide who you will invite first.

Charipillar works across many contexts, but the most effective Ambassadors do not try to reach everyone at once. They start with the people and communities they already know best. Your goal in this step is to choose one primary audience to focus on initially. You can always expand later.

Charipillar Ambassadors typically reach one or more of the following audiences:

- Individuals
- Groups
- Businesses
- Schools
- Faith communities

Before choosing, ask yourself a few simple questions:

- Where do I already have trust and relationships
- Where do I feel comfortable starting conversations
- Where am I already connected to leaders or decision makers
- Which group feels most natural for me to talk about Charipillar

For example:

- If you regularly connect with friends, neighbors, or family members, starting with individuals may feel easiest.
- If you are part of a book club, sports team, parent group, or volunteer team, starting with a group often works well.
- If you have professional relationships or ties to a workplace or business owner, a business audience may be a natural fit.
- If you are connected to a school through children, coaching, or administration, schools may be an ideal starting point.
- If you are active in a church, synagogue, mosque, or faith based organization, faith communities may be the best place to begin.

There is no right or wrong choice. The best starting audience is the one where you already have credibility and comfort. Once you choose your primary audience, commit to focusing there before expanding to others.



Step 3: Invite and Support

Once you have chosen your audience, your role is to invite, explain, and support. You do not need to create your own messaging. This guide provides language that has been intentionally written to be clear, non-pressured, and adaptable.

This step has three parts: inviting, explaining, and supporting.

Inviting

Your invitation should feel personal and conversational, not promotional. You are not asking people to commit immediately. You are inviting them to explore something meaningful.

Use the audience specific email templates, social posts, and conversation starters provided in the sections that follow. These are designed to sound natural, respect people's time, and leave room for curiosity rather than pressure. You may choose one or more outreach methods depending on what fits your relationships best:

- A one to one email
- A small group message
- A short social post
- An in person conversation

Start small. One thoughtful invitation is more effective than many broad ones.

Explaining

When people ask questions, keep explanations simple. You do not need to describe every feature of Charipillar. Focus on three core ideas:

- People choose challenges that fit their life
- Participation is flexible and pressure free
- Personal growth is paired with supporting charitable causes

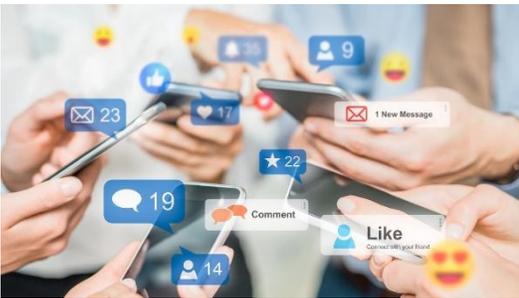
If someone wants more detail, direct them to the Charipillar Guides section on the website, where registration steps, challenge structure, participation models, and charitable beneficiaries are explained clearly.

Supporting

Once someone decides to participate, your role shifts from inviting to supporting. Support means checking in occasionally, celebrating effort, and encouraging consistency without judgment. You are not responsible for tracking progress or outcomes. Your presence and encouragement are what matter most.

Use the follow up language and examples provided later in this guide to stay connected in a way that feels encouraging, not intrusive.

The goal of Step 3 is simple: make it easy for people to say yes, easy to get started, and easy to keep going.



How to Reach Individuals

Why it matters

For individuals, Charipillar provides a simple, flexible way to build healthier habits while contributing to causes they care about. It removes the pressure of rigid programs and replaces it with personal choice, allowing people to engage at a pace that fits their life. This combination of self-improvement and generosity often resonates with people who want to do something meaningful but feel stretched or overwhelmed.

Email

Subject: Something meaningful I wanted to share with you

Hi [Name],

I wanted to take a moment to share something I've been participating in that has been genuinely meaningful for me. It's called Charipillar.

The idea is simple. You choose wellness challenges that fit your life and pair them with supporting a charitable cause you care about. There's no fixed timeline and no pressure to do more than what feels realistic. Some challenges are short, some are longer, and you choose what works for you.

What I've appreciated most is that it connects personal growth with helping others in a very tangible way. It feels good to work on myself while knowing it's also making a difference somewhere else.

If this sounds like something you might enjoy, I'd love for you to check it out or join me. Either way, happy to share more if helpful.

Warmly,

[Your Name]

Social posts (use in sequence over time)

Post 1

I've been trying something new called Charipillar. It combines small wellness challenges with supporting charitable causes. No pressure, just meaningful progress.

Post 2

One thing I like about Charipillar is that you choose your own pace. Some challenges are a day, some a few weeks. It fits real life.

Post 3

Working on better habits while supporting causes I care about has been surprisingly motivating. Charipillar has been a great reminder that small actions add up.

Conversation starters

- I've been doing this wellness and giving thing where you pick challenges that actually fit your life.
- I found something that connects self-improvement with helping others, without feeling overwhelming.
- Have you ever tried something that helped you work on yourself and give back at the same time?

How to Reach Groups

Why it matters

For groups, Charipillar creates shared momentum without competition or comparison. Everyone participates at their own pace, but the collective experience builds accountability, connection, and encouragement. It works especially well for friend groups, teams, clubs, or informal communities that want to grow together while supporting a common cause.



Group email or message

Subject: An idea for something we could try together

Hi everyone,

I wanted to float an idea I've been part of recently called Charipillar. It's a wellness and giving platform where everyone chooses their own challenges and pace, but we encourage each other as a group.

What I like about it is that it's not competitive and it doesn't require everyone to do the same thing. Some people choose short challenges, others longer ones, but we're all moving in a positive direction together while supporting a charitable cause.

If there's interest, I think this could be a fun and meaningful thing to try as a group. Let me know what you think and I'm happy to share more details.

Warmly,

[Your Name]

Social posts (use in sequence over time)

Post 1

Thinking about starting a small group wellness and giving challenge where everyone chooses their own pace.

Post 2

The idea isn't competition. It's encouragement, accountability, and doing something positive together.

Post 3

If you're interested in a flexible group challenge that combines personal growth and giving back, message me and I'll share more.

Conversation starters

- What if we tried something together where everyone picks what works for them, but we support each other.
- I've been part of something that works really well for groups because it's flexible.
- Would you be interested in a group challenge that's more about encouragement than competition?



How to Reach Businesses

Why it matters

For businesses, Charipillar offers a low pressure way to support employee wellbeing, strengthen culture, and demonstrate purpose without mandates or one size fits all programs. Employees choose challenges that fit their lives, which increases participation and ownership, while the organization aligns around shared values and charitable impact.

Email

Subject: A flexible employee engagement idea

Hi [Name],

I wanted to share a simple employee engagement concept called Charipillar that blends personal wellbeing with charitable giving.

Employees choose wellness challenges that fit their life and availability. Some are short, some are longer, and participation is completely optional. Many organizations align it with a quarter, but the structure is flexible.

What makes it effective is that it supports wellbeing without forcing a program on people, while also creating a shared sense of purpose through giving back.

If you're open to exploring a values aligned engagement option that doesn't add pressure, I'd be happy to talk it through.

Best,
[Your Name]

Social posts (use in sequence over time):

Post 1

Exploring a flexible employee engagement idea that supports wellbeing and gives back.

Post 2

Programs work best when people choose how they participate. Charipillar does exactly that.

Post 3

Wellbeing, culture, and purpose don't have to be complicated. Sometimes simple and flexible works best.

Conversation starters

- Have you seen engagement programs fail because they feel forced?
- What if employees could choose how they participate instead of being told what to do?
- I've seen a program work well because it respects people's time and autonomy.

How to Reach Schools

Why it matters

For schools, Charipillar helps students learn habit formation, responsibility, and service through action rather than instruction alone. It encourages ownership, reinforces positive behavior, and introduces philanthropy in a way that feels accessible and age appropriate.

Email

Subject: A flexible student wellness and service opportunity



Hi [Name],

I wanted to share a program called Charipillar that combines student wellness with service learning. Students choose age appropriate challenges and support charitable causes, building habits and character through participation.

Many schools align it with a semester, but it's flexible enough to adapt to different schedules and age groups. What stands out is that students have ownership over their choices rather than being told what to do.

If this aligns with your goals around character, wellness, or service, I'd be happy to share more.

Sincerely,
[Your Name]

Social posts (use in sequence over time)

Post 1

Looking at a student wellness and service program that emphasizes choice and responsibility.

Post 2

Teaching good habits works best when students own the process.

Post 3

Charipillar helps students grow personally while learning the value of giving back.

Conversation starters

- What if students had more ownership over their wellness and service choices?
- I've seen a program that reinforces habits through action, not lectures.
- Would a flexible service and wellness option fit what your students need right now?

How to Reach Faith Communities

Why it matters

For faith communities, Charipillar provides a practical way to connect personal discipline with outward service. It encourages consistency, generosity, and growth without guilt or pressure, helping people live out their values in tangible ways.

Email

Subject: A practical way to connect growth and service

Hi [Name],

I wanted to share something called Charipillar that connects personal growth with generosity in a very practical way. Participants choose challenges that fit their lives and support charitable causes aligned with serving others.

What I appreciate is that it encourages discipline and service without adding pressure or obligation. People engage at their own pace while living out their values through action.

If this resonates with your community, I'd be glad to talk more about how it works.

Warm regards,
[Your Name]

Social posts (use in sequence over time)

Post 1

Exploring a simple way to connect personal growth and service in our community.

Post 2

Living out values often starts with small, consistent actions.

Post 3

Charipillar helps turn intention into action without adding pressure.

Conversation starters

- How do we help people live out their faith in practical ways?
- What if service and personal discipline were more naturally connected?
- I've seen something that encourages growth and generosity without guilt.



Supporting Participants After They Start

Once someone accepts your invitation and begins a Charipillar journey, your role shifts from inviting to supporting.

This support is not about managing, monitoring, or holding anyone accountable. It is about encouragement, presence, and normalizing progress over perfection. Most people already feel stretched. What makes Charipillar work is that participation feels supportive, not evaluative.

As an Ambassador, your job is to help people stay connected to the why behind their participation, not to police the how.

After inviting someone to participate, the most helpful things you can do are

- Check in occasionally

- Celebrate effort
- Encourage consistency

Each of these matters for a different reason.

Checking in occasionally

- Simple check ins remind people that they are not doing this alone. They signal care without pressure and create space for honest reflection.
- Good check ins are brief, non-intrusive, and open ended. They are not tied to completion or performance.

Examples of effective check ins:

- Just thinking about you and wanted to see how things are going.
- No pressure at all, just checking in to see how Charipillar has been feeling for you.
- Curious how your journey is going so far. Hope it's been encouraging.

Celebrate effort, not outcomes

- Many people will complete challenges imperfectly. That is expected and normal. What matters most is participation and intention, not flawless execution.
- When you celebrate effort, you reinforce that showing up counts.

Examples of effort based encouragement:

- I love that you're giving this a try.
- Even starting is a win.
- Consistency is hard. You're doing great sticking with it.

If someone expresses frustration or says they have fallen off, normalize it:

- That's completely normal. This isn't about being perfect.
- The fact that you noticed and care says a lot.
- You can always pick it back up. There's no penalty.

Encourage consistency gently

- Consistency grows when people feel supported, not judged.
- Gentle encouragement helps participants reconnect with their original intention.

Examples of consistency encouragement:

- Small steps over time really do add up.
- You don't have to do everything. Just keep doing something.
- It's okay to adjust your challenges if life gets busy.

Follow up language examples:

Use follow ups sparingly and authentically. A single sentence is often enough:

- Just checking in to see how things are going. No pressure at all.
- Thinking about you today and hoping your journey is feeling manageable.
- Hope Charipillar has been a positive addition, even in small ways.

Avoid asking questions like:

- Are you keeping up
- Did you finish
- How much have you done

These unintentionally shift the tone from encouragement to evaluation.

The goal

When Ambassadors support participants well, people feel safe to engage honestly, adjust as needed, and keep going. That sense of permission and encouragement is one of the most powerful contributions you make as an Ambassador.

Your presence matters more than your persistence.

Nominating Future Charities

Charipillar is intentionally starting with a small group of founding charitable partners. Our goal is to first prove that the platform works and that it creates meaningful, sustained impact for the organizations we support.



We believe the healthiest way to expand our list of charitable beneficiaries is through the people most committed to the mission. For that reason, future charities will be nominated exclusively by Volunteer Ambassadors.

After demonstrating a consistent commitment as an Ambassador, including personal participation in challenges and active support of the Charipillar community, Ambassadors may nominate a charitable organization that is personally meaningful to them. This approach serves several important purposes.

- It ensures that new charitable partners are introduced by people who understand Charipillar and have demonstrated alignment with its values. It helps us avoid becoming a directory of causes and instead remain a curated platform rooted in trust and impact. And it allows Charipillar's charitable footprint to grow in ways that reflect the passions, experiences, and hearts of our Ambassador community.
- Charity nominations are not automatic and are not time based. They are considered once an Ambassador has shown sustained engagement and stewardship of the mission.
- When nominations open, Ambassadors will be guided through a simple nomination process that helps us understand the organization's mission, impact, and alignment with Charipillar's values.

In this way, Charipillar grows thoughtfully, relationally, and with integrity, guided by the people who are most invested in its success.

Where to Learn More

To learn more or express interest, visit <https://charipillar.org> and click the Charipillar Guides button at the top of the site, or contact ian@charipillar.org.



Closing Message

Charipillar grows because people care. As a Butterfly Network Ambassador, you help turn small actions into meaningful change.