



LLEM International **AMBASSADOR MANUAL**







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What is the LLEM Ambassador program?

The LLEM International Ambassador program was created in 2018 to train volunteers to educate the general community about LLEM International and the services LLEM provides to thousands of people in Nigeria. This ambassador manual has been designed to answer some questions you might have about your potential involvement in LLEM International and outlines roles and responsibilities while being

a good steward.

LLEM ambassadors are a special group of volunteers who are closely tied to the organization's mission and who want to share the word of Christ and the good deeds the organization does throughout the United States, Europe, and Africa.

LLEM ambassadors may or may not be members of the LLEM Board of Directors.

Ambassadors go through a short training program to be able to address common questions potential volunteers and donors may ask about the organization and about overall organizational effectiveness. In addition to the Executive Director, volunteers are the face of the organization. Many ambassadors serve as the first point of contact someone has with the organization, so it's important they represent the organization well.

Do you know enough about LLEM International to sell its services to a potential donor?



The Elevator Pitch: LLEM in 30 seconds

As a good LLEM International Ambassador, you should be able to answer questions about the organization quickly and accurately. You should be able to “sell” someone the organization within 30 seconds. Imagine you are in an elevator with someone who knows nothing about LLEM International. Could you share the following information with them?

- ▶ WHERE DOES LLEM INTERNATIONAL HAVE SERVICES?
- ▶ WHAT KINDS OF SERVICES DOES LLEM INTERNATIONAL PROVIDE?
- ▶ WHAT ARE SOME OF THE GREATEST CHALLENGES FACING THE PEOPLE LLEM SERVES?
- ▶ WHERE ARE DONATIONS DIRECTED?
- ▶ ARE DONATIONS TAX DEDUCTIBLE?
- ▶ WHAT KINDS OF RELIGIOUS EXPOSURE ARE KIDS AND ADULTS PROVIDED WITH?
- ▶ BY READING THROUGH THIS MANUAL, YOU’LL BE ABLE TO ANSWER THE QUESTIONS ABOVE AND SO MANY MORE!

LLEM ambassadors can serve many roles, including:

- ▶ SPEAKING ABOUT LLEM IN THEIR OWN HOUSES OF WORSHIP.
- ▶ SPEAKING ABOUT LLEM INTERNATIONAL TO ROTARY CLUBS AND OTHER PHILANTHROPIC ORGANIZATIONS THEY MIGHT BE CONNECTED TO.
- ▶ SPREADING THE WORD ABOUT LLEM THROUGH THE USE OF THEIR OWN SOCIAL MEDIA ACCOUNTS AND PERSONAL CONNECTIONS.
- ▶ HOSTING SMALL HOUSE PARTIES TO RAISE MONEY FOR LLEM.
- ▶ PARTICIPATING IN OTHER FUNDRAISING EVENTS FOR LLEM INTERNATIONAL.



Ambassadors' commitment to fundraising

Most individuals find fundraising to be quite challenging, but in order for LLEM International to succeed, it's essential. Most volunteers dread having to ask for money to support their favorite causes. LLEM International understands this, and ambassadors are NOT required to actively fundraise. However, for those volunteers who do want to help solicit donations, LLEM International will provide you with the tools and training you need to be successful. We have a wide range of fundraising ideas, and our Development Consultant can work with you to find a role that feels right.



What is the history of LLEM International?

LLEM was founded by LoveGod Enyinna. At the young age of 15, he first felt his religious calling and began his lifelong mission to serve those in need.

Because of his religious upbringing and multiple blessings, LoveGod established LLEM International to help those less fortunate than him. As a child growing up in Nigeria, LoveGod saw vast amounts of poverty. His first-hand knowledge of people who could not afford food or clean water and witnessing orphaned street children out of school pulled on his heart and convinced him he had to make a difference. LoveGod was confident that he would not allow poverty to be a barrier in pursuing his life goals and decided early on that he would spend his life helping others escape poverty.

Despite his academic training and his degree as a microbiologist, as well as other degrees, he served as a missionary and traveled to many African and European countries. His call to preach the gospel and his belief that the government of Nigeria should be doing more to help its poor, led him to his ministry work. As a minister, he began providing food, clothing, and medical assistance to those in need while preaching the gospel to meet their spiritual needs. His philosophy is to teach the people how to fish, according to the saying:

“Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.”

LLEM International Inc. was first founded in 2006 in the Nigerian city of Aba (population over 1 million) and was first incorporated in 2008. In 2014 LLEM International received incorporation in Sweden, and in 2016 it received its incorporation in the U.S. Today LLEM International is registered as a non-profit in three countries with offices in the United States and Europe.

Today the organization does most of its work in Nigeria in the community of Agu Na Ebere and the surrounding communities.

Agu Na Ebere is located in the Imo state of Nigeria and is primarily rural in nature. The residents have largely been forgotten by the Nigeria government, so LLEM has stepped in to improve their lives.

What are a few recent organizational achievements?

Because of the founder's ongoing devotion and dedication to helping the world's needy, LLEM's impact has been vast. Here's a sample of what the organization has been able to accomplish:

- LLEM's ongoing program, "Educate the Masses," has graduated over 8,000 Nigerian students from its free Bible correspondence course. This program is administered with the support of LLEM's U.S. partner, Lamp & Light Publishers.
- In 2010 LLEM International provided medicine to deworm 800 children in the Imo state of Nigeria. The success of this initiative led to similar programs being conducted in other Nigerian communities and has benefited over 2,000 Nigerian kids in the state of Aba, Nigeria.
- In 2016 LLEM successfully hosted a community empowerment conference in South Carolina. This conference facilitated a major change in the organization. Prior to 2016 LLEM was self-funded by its founder. After the success of the conference, the founder realized the need to engage God's citizens in his work and to help them see the benefits of ministering. His belief in the kindness of others inspired him to further expand his mission from a self-funded organization to one where others can contribute. Now LLEM International is ready to grow into a powerful, worldwide Christian service organization.
- LLEM provided school materials to more than 3,000 children in Nigeria in 2017.
- In 2017 LLEM began a child sponsorship program that provides a holistic approach to child development and offers education, food and water, medical care, leadership training, and discipleship. So far 85 Nigerian children have found monthly sponsors.
- In 2018 LLEM funded a brand new well in the community of Agu Na Ebere, Nigeria, bringing fresh water for bathing, cooking, and drinking to 6,000 community residents.

- In 2019 LLEM led a mission to the Imo state where they distributed over \$30,000 worth of supplies, which included shoes, food, clothes, books, and school supplies. They also distributed hundreds of kits to improve community hygiene. These kits included shampoo, conditioner, soap, toothbrushes, and toothpaste.
- In 2020 LLEM delivered COVID relief supplies to the community of Agu Na Ebere. These supplies included food, hand sanitizer, and hygiene kits.



LLEM has served children and adults in the United States (South Carolina) and in Europe (Sweden), but currently its focus has been on establishing programs to serve the underprivileged residents of Agu Na Ebere, Nigeria, and the surrounding communities. Agu Na Ebere is located in the Imo state of Nigeria and has 6,000 residents, who have been forgotten about by the Nigerian government. Residents live in poverty, and LLEM has stepped in to improve their lives.

The current programs of LLEM International

LLEM Child Sponsorship Program

Child sponsorship is a program where donors can sponsor a child or a family with \$35 a month. The program matches children and families, and donors are able to communicate with their program sponsees and send simple packages and inspirational messages. Child sponsorship helps pay for school fees, clothing, food, and medical services. Currently, 85 children have sponsors.

LLEM Clean Water Project

The clean water project brought two brand new wells to the residents of Agu Na Ebere and the surrounding communities. Residents no longer have to drink from a contaminated water source and no longer have to walk up to 10 miles each way to fetch clean drinking water. Clean water is now available for bathing, drinking, and cooking. The incidence of residents experiencing water-borne illnesses, including cholera and typhoid, has been greatly reduced by the generosity of LLEM donors.

LLEM Hygiene Project

This is the newest project of LLEM International. This project improves community hygiene for the 6,000 residents who reside in Agu Na Ebere. Residents are provided with kits to reduce the spreading of illnesses, including diarrhea. Each kit has toothpaste, a toothbrush, shampoo, conditioner, and soap.

Individuals who wish to underwrite the cost of a single kit or multiple kits may do so.

These kits are particularly important for women and girls. These kits provide girls and women with access to proper female hygiene projects, including sanitary items.

A MONTHLY DONATION	HOW MANY PEOPLE ARE PROVIDED WITH A HYGIENE AND CARE PACKAGE
\$5.00	ONE PERSON
\$20.00	A FAMILY OF FOUR
\$60.00	THREE FAMILIES
\$100.00	FIVE FAMILIES
\$200.00	TEN FAMILIES

BASIC KIT FOR ADULTS

- Shampoo
- Conditioner
- Toothbrush
- Toothpaste
- Hand sanitizer
- Soap
- Razor

ENHANCED KIT FOR GIRLS AND WOMEN

- Shampoo
- Conditioner
- Toothbrush
- Toothpaste
- Hand sanitizer
- Feminine hygiene products

CHILDREN'S KIT

- Baby shampoo
- Conditioner
- Child-sized toothbrush
- Toothpaste
- Hand sanitizer



Highlights of being a good steward

Speaking to the community about LLEM International is a big responsibility. Being a good steward to the organization demands a high level of accountability. It's very important for all of LLEM's stewards to treat potential donors and community members with professionalism and to stress the organization has high levels of accountability.

Here are a few things you can do to represent the organization in the best light possible.

- **Never accept cash donations.** Instead, refer potential donors to the LLEM website, where they can make a donation through PayPal or through another online service. It's risky for you to accept a cash donation under all circumstances.
- **Never make donors promises about how their money will be used without first checking with the Executive Director.** It's imperative that donations only be used for LLEM's core program described above. To recap, right now this includes just three programs: 1) child sponsorship, 2) clean water for the residents of Agu Na Ebere, and 3) the hygiene project. It is possible that some donations will be put toward supporting the LLEM basic school (helping to pay for a new roof and school supplies), but if a donor wants to fund the school, they should let LLEM know in advance and direct this donation to school support.



- If donors are interested in supporting other activities (such as the school) or supporting women and girls, please put them in touch directly with the LLEM Executive Director, LoveGod. It's important to never make promises to donors that cannot be kept. For this reason, all promises to donors must be clearly discussed and even put in writing if large donations are secured. The Executive Director will work with donors to see this through.



Frequently asked questions

WHAT IS LLEM INTERNATIONAL?

Lamp & Light Evangelical Ministries Inc. (LLEM International) (EIN: 81-1454115) is a 501(c)(3) Christian Missionary Organization with a mandate of reaching out to the basic needs of men, women, and children. We aim to empower and impact lives. We present the Word of God as a solution to global crisis. Our goal is to help as many hurting humans as we possibly can. We strive to eliminate human suffering and to express love as a fundamental element for human development and international cooperation.

We provide food, clothing, educational materials, and medical care to the less privileged in West Africa.

It's not about what we can do on our own, but it's about what we all can do together to reach the world in sharing love and in making a difference in people's lives.

ARE DONATIONS TAX DEDUCTIBLE?

Yes, all donations are tax deductible to the full extent of the law. The EIN number of LLEM is 81-1454115.

HOW CAN PEOPLE VOLUNTEER WITH THE ORGANIZATION?

Please refer all volunteers to LoveGod or to the LLEM website. The organization has volunteer job descriptions (marketing, finance, social media) and will soon be conducting volunteer orientations throughout the year.

WHAT SYSTEMS DOES LLEM USE TO KEEP TRACK OF DONATIONS?

LLEM uses Aplos to keep track of all donations. This is a professional donor management system. In addition to managing donations, it also keeps track of all organizational finances.

DO AMBASSADORS HAVE TO ASK PEOPLE FOR DONATIONS? I HAVE NEVER DONE THIS BEFORE, AND I AM NERVOUS.

Ambassadors will not be required to ask people for money. But it's always great if you can do it! We realize asking donors to give money isn't easy. If you want to learn more about how to ask people to give, we can help by putting you in touch with our Development Consultant, and she can roleplay to help you feel comfortable asking for money. But don't worry; this is not a requirement. It's equally important to be able to speak knowledgeably about LLEM's programs and services.



DOES LLEM SERVICE MORE CHILDREN OR ADULTS?

Both! LLEM services both children and adults in the community of Agu Na Ebere and the surrounding communities.

DO CHILDREN OR ADULTS HAVE TO BE CHRISTIANS TO ACCESS LLEM'S SERVICES?

No! LLEM does not discriminate on the basis of religion. Anyone, regardless of religion, may seek out LLEM's help at any time.

WHAT IS THE LITERACY RATE IN NIGERIA?

Nigeria's adult literacy rate was at a level of 59.6% in 2015, up from 51.1% in 2008. Literacy is defined as the percentage of the population age 15 and above that can, with understanding, read and write a short, simple statement on their everyday life.



WHAT ARE SOME OF THE BIGGEST PROBLEMS FACING THE POPULATION?

1. Government corruption.
2. Water-borne illnesses, including cholera, dracunculiasis, hepatitis, typhoid, and filariasis. In Nigeria, about 90 million people are without access to safe drinking water, and 130,000 Nigerian children under five years old die annually from preventable waterborne diseases. Some states in Nigeria are predominantly rural states, with over 65% of the population living in rural areas. The greatest problem facing responsible government and non-governmental organizations is how to improve the quality of life of the rural population.
3. General poverty.

HOW ARE LLEM'S PROGRAMS PUBLICIZED?

LLEM employs four main vehicles to publicize its programs:

1. The LLEM website (www.lleminternational.com)
2. A Facebook page (<https://www.facebook.com/LlemInternational>)
3. Monthly newsletters
4. Quarterly reports and an annual report

HOW CAN I CONTACT LLEM?

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IT'S ALL
LITTLE

