



NOV 20-28

NNF  
D25

## 2023 AMBASSADOR GUIDE

Dear Nordic community and supporters,

We're in the middle of a time unlike any other in the history of Nordic skiing in the United States. Our unprecedented results at the 2022 Winter Olympic Games, on the World Cup, and at Junior World Championships are outward signs that our investment in sport development is working. This is the perfect time to continue the momentum, and we need your help to do so.

To understand the importance of your contribution to U.S. skiing, all you need to do is look at your local ski community. Right now, we have more athletes, coaches, and supporters engaged in creating more opportunities for athletes to show their talent and passion on every level.

NNF was founded with the idea that if a community as dedicated as the one in U.S. skiing came together, we could create a program capable of competing with any country on Earth. Thanks to all of you, we're doing that, and with your help we can continue to build off of our successes as we head towards another season with the Drive to 25.

Sincerely,

NNF Board of Directors

Yuriy Gusev, (Chairman), Matt Whitcomb, Kikkan Randall, Sophie Caldwell Hamilton, Laura McCabe, Joey Caterinichio, Colin Rodgers, Thomas Pierce, Gus Kaeding

## BECOME A 2023 NNF ALL-STAR

Our top-50 donors and ambassadors, who donate or raise over \$1,000, will become a 2023 NNF All-Star, and will receive an exclusive Skida hat in the mail.





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# STEPS TO SUCCESS

## STEP 1: Register as an Ambassador

Visit <https://nationalnordicfoundation.org/ambassador/>

## STEP 2: Set a Fundraising Goal

A tangible starting point is to recruit 10 donations of \$25 or more, so you could set your goal at \$250. However, we've seen ambassadors raise as much as \$5,000, so we encourage lofty goals!

## STEP 3: Personalize Your Page

Share why NNF is important to you, and don't forget to include a photo!

## STEP 4: **Launch Your Page!**

We're asking everyone to launch and promote their page on November 20st. Beginning that Monday, there will be an interactive video challenge for you to participate in to help draw attention to your donation page, and the D25.

## STEP 5: Donate to Your Own Page

Make a small donation to your fundraising page. The size doesn't matter, but your willingness to donate confirms your commitment.

## STEP 6: Ask for Donations

In-person asks and emails are the most-effective action you can take to raise money.

## STEP 7: Motivate

Touch base with your friends and family regularly between November 20st and 28th to keep them excited and motivated.

The **Drive for 25 lasts for only NINE days!**

Dear U.S. Skiing Community:

This is Ava Thurston writing to you from Stratton, VT. I recently returned from a great two-week camp with the U.S. Ski Team in Park City, Utah. It was amazing to have such a big crew (NTG, pro team, and ski team athletes) training together on the SoHo rollerski track and up on the mountain trails. Having such a large portion of our top skiers come together to push and learn from one another, all while having fun, is one of our nation's greatest strengths.

Over the past four years, I have been lucky to have many amazing experiences training and racing internationally at events like the U18 Nordic Nations trip, Junior World Championships, and International Junior Camp. I still remember the excitement of qualifying for the U18 trip in Falun, Sweden and trying on a US team suit for the first time. On that trip, I met athletes who would later become my Dartmouth and US ski team teammates. But this excitement was not without worry about the cost of such a trip. The National Nordic Foundation plays a huge role in subsidizing the expense of trips and camps like these, and without their support, it would have been very difficult for me to afford to go. My situation is not unique. The funding NNF provides helps so many young athletes attend their first national camps, race internationally for the first time, and ultimately continue to progress in their skiing careers.

On November 20<sup>th</sup>, the NNF's grassroots online fundraising campaign, *The Drive for 25*, will try to generate over 1,000 individual donations of \$25 or more, as it tries to also surpass a fundraising drive goal of \$100,000. While these targets are lofty, the community support and enthusiasm I felt at camp in Utah makes me think we'll be able to do it. I'm asking you to join me as we try to get the entire U.S. skiing community to support this great cause.

See you on the trails!

**Ava Thurston**

A handwritten signature in black ink that reads "Ava Thurston". The script is fluid and cursive, with the first name "Ava" and last name "Thurston" clearly legible.