



2025-2026 Global Goals Ambassadors Program Overview

Objective

To empower passionate UNA-USA members to serve as dedicated reporters and trusted public information specialists for the 17 UN Sustainable Development Goals (SDGs), thereby increasing awareness, facilitating the development of national-level SDG programming, ensuring comprehensive SDG promotion by UNA-USA, and ultimately elevating the UNA-USA brand and mission among everyday Americans and US residents.

Description

Up to two* UNA-USA members in good standing will be selected to serve as an Ambassador for each of the 17 SDGs through an application process. Each Ambassador will remain assigned to that particular SDG for the duration of their participation in the program. Once accepted, Ambassadors must renew their position on an annual basis. Ambassadors representing the same SDG will be required to work together to ensure appropriate coverage and engagement throughout the year. Each ambassador will be "assigned" to cover activities and impacts for specific UN agencies, in addition to their SDG reporting duties.

Activities

As a representative of UNA-USA, Ambassadors will be asked to serve as reliable (respond to outreach from both UNA-USA, UN Foundation, and others) and active points of contact for:

1. **Global Goals Week Participation (September 19-28, 2025):** Ambassadors will have specific assignments and active participation roles during this critical week.
2. **Monthly Basecamps:** These virtual sessions will be held monthly and serve two primary purposes:
 - a. **Communications Platform Training:** In-depth focus on leveraging various digital platforms for effective communication, including:
 - TikTok
 - Blog posts
 - LinkedIn
 - Slack
 - Instagram
 - Bluesky/Twitter
 - Op-eds
 - Facebook
 - Video
 - b. **SDG Updates:** UNA-USA staff and UN Foundation colleagues will provide monthly updates as to the state of the SDGs within the US.

Responsibilities

Global Goals Ambassadors will ensure successful completion of the following responsibilities during the course of the program.

Content Creation:

- During Global Goals Week, Ambassadors must develop multimedia content to reflect their SDG and SDG implications in the US.
- Ambassadors must write one article for the monthly newsletter American Leadership on the SDGs.
- Ambassadors will need to coordinate one virtual educational event to be hosted on InnerView, UNA-USA's partner organization that captures students' service hours as categorized by the SDGs.
- Ambassadors will serve on the UNA-USA Speakers Bureau for UNA-USA chapters to request for programming (virtual or in-person).
- authoring blog posts, articles, and/or preparatory memos, including active participation on UNA Forum (UNA-USA's online Slack community)

Research:

- Ambassadors representing the same SDG may research the same UN agency, project, or organization to build awareness and increase support among everyday Americans and US residents.
- Each Ambassador will identify individuals, organizations, groups, movements, and other potential partners to help expand and elevate the UNA-USA mission and brand.

Collaboration:

As a representative of UNA-USA, Ambassadors will serve on the UNA-USA Speakers Bureau and to collaborate with:

- UNA-USA Affinity Groups
- UNA-USA Community and Campus Chapters
- UN Foundation partners

As a representative of UNA-USA, Ambassadors will be asked to serve as reliable (respond to outreach from both UNA-USA, UN Foundation, and others) and active points of contact for:

- speaking engagements with public entities, UNA-USA chapters, and/or UN Foundation partners
- authoring blog posts, articles, and/or preparatory memos, including active participation on UNA Forum (UNA-USA's online Slack community)

Benefits

In performing the above activities and engagements, Ambassadors will be able to reap the following benefits during their tenure:

- Refine professional skills including public speaking, presentation, event planning, and promotions
- Consideration for exclusive opportunities either as a participant or as a speaker
- Access to curated training and educational opportunities to enhance current knowledge base of SDG

- Connect with a group like-minded members who support the UN's Sustainable Development Goals
- Build a network of contacts and experts who can further leverage their professional and personal pursuits.

Participation

Each year, a new cohort of Global Goals Ambassadors is selected. Therefore, all interested individuals, including past participants, must complete a new application form to be considered for the program. UNA-USA reserves the right to remove any Ambassador who does not meet program requirements or fulfill responsibilities.

Application Criteria and Selection Process

- UNA member in good standing and active for 1+ year
- Exhibited active interest and conducted activities related to a particular SDG, and its targets on local level
- Effective writer and ability to speak publicly about a chosen SDG, including targets
- Ability to meet deadlines, uphold agreed upon commitments, and communicate in a professional manner
- Willingness to conduct research and to learn how to use additional tools and platforms as necessary

The application process for the Global Goals Ambassador Program will prioritize candidates who can demonstrate:

- **Active UNA-USA membership for 1+ year:** Participated in local chapter and/or national programming, engaged with other members on UNA Forum, took advocacy actions, etc.
- **Ability to Communicate:** Strong skills in outlining and summarizing various conferences, meetings, and gatherings in a compelling way to educate fellow Americans and US residents.
- **Strong Social Media Network:** A proven track record and active presence across social media platforms and a willingness to serve as a public representative of UNA-USA.
- **Understanding of SDG Implications:** Must demonstrate a comprehensive understanding of their chosen SDG, including its specific targets, underlying causes, and intricate interdependencies with other SDGs. This understanding should extend to how the SDG relates to both local and global issues, showcasing a holistic grasp of its challenges and opportunities.

To ensure a diverse and qualified cohort, the selection committee will evaluate all applications against a range of factors. These include, but are not limited to, geographic location, chapter affiliation, age, expressed SDG interest and expertise, and the fulfillment of the program criteria detailed below.

Important Dates

- **Application Opens:** July 8, 2025
- **Application Deadline:** August 4, 2025 (8:00 am ET)
- **Selection and Notification:** August 11, 2025

For More Information

For more information on the United Nations' Sustainable Development Goals, please visit <https://www.un.org/sustainabledevelopment/>.

If you have questions that are not answered above, please email membership@unausa.org.

Please visit www.unausa.org for more information about UNA-USA.