

Xero For Good Ambassador Toolkit

Xero is excited to introduce [Unlock Your Numbers](#), a free programme designed to empower underrepresented UK-based small businesses and entrepreneurs with the financial knowledge they need to succeed. It includes access to digestible and actionable educational resources in a variety of formats and mentoring from accounting and bookkeeping professionals.

In this document, you'll find links to materials, resources and assets you can use to spread the word about the programme with your clients and promote your role as a Xero For Good Ambassador.

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Xero For Good Ambassador badge

You can promote your role as a Xero For Good Ambassador by using [this badge](#) on your social media profiles, your website or email signature.

Email template

You can use these [email templates](#) to tell your clients about Unlock Your Numbers and inform your firm about the Xero For Good Ambassador Programme. You can edit the email copy to suit the information you want to include and your tone of voice.

Social media assets & copy

Interested in spreading the word about the Xero For Good Ambassador Programme on social media? [Here are some images in our toolkit](#) you can use for your social media channels.

We also have some draft social media copy you can use below. We recommend personalising the copy, sharing more about what mentorship means to you and why you joined as an ambassador.

I'm excited to announce that I'm now a Xero For Good Ambassador! ✨

Through this programme, the small businesses who need it most can receive free mentoring from experienced accounting and bookkeeping professionals like myself. It's all part of @Xero's



Unlock Your Numbers initiative, which provides free educational resources and mentorship to help business owners build stronger financial foundations.

I'm looking forward to sharing my experience and expertise to help a small business thrive financially. It's rewarding to give back to the business community that has supported me along my journey.

Interested in becoming a mentor too? Learn more about the Xero For Good Ambassador Programme here: <https://unlockournumbers.xero.com/en-gb/become-mentor>

Be sure to follow Xero on our social media channels and please be sure to tag us in your posts!

[LinkedIn](#)

[Facebook](#)

[Instagram](#)