



A Call to the Diaspora

Civic Ambassador Program

Wherever you live today, Macedonia lives on through you — in memory, language, family, and identity.

This is an invitation to take part in something bigger than a campaign. It is a civic movement, with moments of strategic activation, built by the diaspora for the future.

There are **two ways to engage**, depending on how you want to contribute. Both matter. Both are needed.

1. Civic Ambassador Program
2. Influencer Activation Program

1. Civic Ambassador Program

Be Part of the Movement

This is the heart of the initiative.

The Civic Ambassador Program brings together people who care deeply about diaspora connection, dignity, and renewal — not because they are paid, but because they believe their voice still matters.

We are not looking for influencers. We are inviting **participants, contributors, and builders**.

Why People Join

People step forward because:

Macedonia is still part of who they are

- Silence also shapes the future

Contribution matters more than politics

- They want to say to the next generation: *"We were there."*

What Participation Looks Like

There is no pressure and no quotas.

You might:

- Share a message
- Invite a few people you trust
- Join a discussion
- Connect community groups
- Host or support a conversation

Every contribution is voluntary, and every voice counts.

How We Recognize Contributors

Instead of payment, we offer something more enduring:

- Public recognition and visibility
- Featured community spotlights
- Invitations to briefings and discussions
- Legacy recognition for early contributors ("Founding Circle")

This is about **belonging, voice, and shared ownership**.

We are not asking for promotion. We are asking for participation.

For Community Leaders

(association heads, organizers, professionals, cultural leaders)

A Call to Diaspora Leaders

You've spent years holding communities together — across countries, generations, and changing realities.

This is an invitation to help **strengthen diaspora connection and civic dignity**, not through politics or campaigns, but through participation and leadership.

The Civic Ambassador Path

This initiative brings together community leaders who believe:

- Macedonia still lives through its people abroad
- Strong communities don't appear — they are built
- Stepping forward matters, even without titles or payment

Participation is flexible and respectful. You may:

- Share a message
- Connect people or groups
- Join or host a conversation
- Help shape dialogue across regions

There are no quotas and no pressure.

How Contribution Is Honored

Instead of compensation, we recognize leadership through:

- Public acknowledgment
- Featured community spotlights
- Invitations to briefings and discussions
- Legacy recognition as early contributors ("Founding Circle")

This is about **ownership, voice, and continuity**.

We are not asking you to promote something.

We are inviting you to help carry something forward.

If this speaks to you, there is a place for you to lead.

A Final Word

This is not a marketing engine. It is a civic movement first.

People participate because they care. And when their effort helps the mission move faster or farther, it is recognized with respect and gratitude.

If Macedonia still lives in you, there is a place for you here.

Core Topics & Calls to Action

Movement for Macedonia — Diaspora Activation

1. Join the Movement for Macedonia Community

Primary goal: Belonging & identity

Links: <https://movementforchange.global/macedonia-global-diaspora-network/>

Message frame

- “This is not a campaign. It’s a community.”
- “A place for Macedonians abroad who still care.”
- “Connection before politics. Participation before promotion.”

Suggested CTA language

- Join the Movement for Macedonia community
- Become part of the diaspora conversation
- Add your voice to what comes next

Best for

- First touch
- Community leaders
- Story-based posts
- Low-friction asks

2. Register for an Upcoming Diaspora Briefing

Primary goal: Engagement & legitimacy

Links:

<https://movementforchange.global/macedonia-global-dialogue-from-distance-to-partnership-virtual-briefing-april-27-2026/>

https://movementforchange.global/macedonia-global-dialogue-from-distance-to-partnership-virtual-briefing-april-29-2026

Message frame

- "Here's where direction is shared."
- "Listen in, ask questions, shape what's emerging."
- "Open briefing, not a closed room."

Suggested CTA language

- Register for the next diaspora briefing
- Join the upcoming community briefing
- Be part of the conversation shaping what's next

Best for

- People who already showed interest
- Leaders, professionals, organizers
- Mid-funnel engagement

3. Follow / Like / Subscribe

Primary goal: Visibility & continuity

Message frame

- "Stay connected."
- "Follow along as this grows."
- "This is ongoing, not one moment."

Suggested CTA language

- Follow the Movement for Macedonia
- Subscribe for updates and briefings
- Stay connected with the community

Best for

- High-reach voices

- Quick posts/stories
- Supplemental CTA alongside others

4. Share Your Voice (Stories, Reflections, Signals of Support)

Primary goal: Social proof & norm-setting

Links:

<https://movementforchange.global/macedonia-global-diaspora-network>

<https://movementforchange.global/macedonia-donations>

Message frame

- “Why does this matter to you?”
- “One sentence is enough.”
- “Your reason might be someone else’s permission.”

Suggested CTA language

- Share why this matters to you
- Add your voice to the movement
- Let others know why you’re paying attention

Best for

- Civic Ambassadors
- Authentic creators
- Trust-based audiences

5. Invite Others / Grow the Circle

Primary goal: Network effects

Links: <https://movementforchange.global/macedonia-global-diaspora-network/>

Message frame

- “This grows person to person.”
- “Invite someone who would care.”
- “Movements spread through trust.”

Suggested CTA language

- Invite someone you trust
- Share this with one person who should see it
- Bring someone into the conversation

Best for

- Community leaders
- Diaspora connectors
- WhatsApp / Signal sharing

6. Participate in a Campaign Moment

Primary goal: Momentum & action

Message frame

- "This is a moment that needs visibility now."
- "Short window, clear purpose."
- "This is where voices help accelerate impact."

Suggested CTA language

- Take part in this campaign moment
- Lend your voice this week
- Help amplify this call to action

Best for

- High-reach voices
- Time-bound activations
- Influencer Activation Program

7. Donate to Support the Movement

Primary goal: Sustainability

Links: <https://movementforchange.global/macedonia-donations>

Message frame

- "If you believe in this, help sustain it."
- "This keeps the movement independent."
- "Contribution enables continuity."

Suggested CTA language

- Support the movement
- Donate to sustain this work
- Contribute to keep this community growing

Important positioning

- Never the first ask
- Best paired with impact or progress
- Always framed as **optional support**, not obligation

Recommended CTA Ladder (Very Important)

Use **progression**, not all at once:

1. Join the community
2. Follow / subscribe
3. Register for a briefing
4. Share your voice
5. Invite others
6. Participate in a campaign moment
7. Donate (when ready)