



THE HUMANITY MOVEMENT

AMBASSADOR RECRUITMENT GUIDE

How to invite people to Stand With Humanity

The role of an Ambassador is not to persuade people to adopt a political, religious or ideological position. It is to help people discover a simple idea: we can disagree deeply and still choose dignity, understanding and cooperation.

1. The core message

We don't have to think alike to stand together.

The Humanity Movement is a global movement helping people become better at understanding one another, thinking critically, handling disagreement and cooperating across differences.

2. The 15-second invitation

"The Humanity Movement is a global movement helping people become better at understanding one another and cooperating across our differences. It isn't political or religious, and you don't have to give up your beliefs. We simply believe we don't have to think alike to stand together."

3. The simple invitation

"Would you like to Stand With Humanity?"

Keep the invitation low-pressure. Standing with Humanity is first an expression of support, not a demand for time, money or activism.

4. The six questions you'll hear

What exactly do you do?

We help people develop the things humanity needs to cooperate—critical thinking, understanding others, listening, constructive disagreement, finding common ground and responsibility. We turn those ideas into learning, conversations and communities.

Is this political?

No. Humanity is not a political party or movement for one political ideology. People from different political perspectives are welcome. We don't ask people to change their political beliefs.

Is this religious?

No. Humanity is not a religious organization and does not promote a particular religion—or nonbelief. People of every faith and people with no faith are welcome.

What's in it for me?

You get useful ideas and tools for thinking clearly, understanding people, communicating and handling disagreement. You also become part of a growing global community committed to better cooperation.

What do I have to commit to?

Nothing you don't want to. You can simply Stand With Humanity. There is no requirement to volunteer, donate or spend a certain amount of time. You choose how involved you want to be.

What does joining actually mean?

It means adding your voice to the idea that people with different beliefs, cultures and perspectives can still treat one another with dignity, understand one another better and work together. You simply Stand With Humanity.

5. How to have the conversation

1. Start with curiosity

Ask what the person thinks about cooperation, division or the difficulty of understanding people who disagree.

2. Listen

Let them explain. Don't turn the conversation into a debate.

3. Connect

Identify something you genuinely share—perhaps concern for the future, dignity, freedom, fairness, community or responsibility.

4. Explain Humanity

Use the 15-second pitch. Keep it natural and adapt it to the person.

5. Invite, don't pressure

Ask whether they would like to Stand With Humanity. A “no” is completely okay.

6. Leave the door open

Thank them for the conversation. The goal is trust, not winning.

6. What Ambassadors should NOT do

- Don't argue people into joining.
- Don't tell someone their political, religious or cultural beliefs are wrong.
- Don't present the Humanity Movement as belonging to one political side.
- Don't promise benefits, commitments or privacy terms that the organization has not confirmed.
- Don't use fear, shame, guilt or hostility to recruit.
- Don't treat disagreement as a failure. Difference is part of the reason the Humanity Movement exists.
- Don't make joining sound like a test of whether someone is a “good” person.

7. When someone disagrees

If someone says, “I don't agree with that,” don't immediately defend the movement. Try: “That's okay. What part don't you agree with?” Then listen. If appropriate, explain that the Humanity Movement does not require everyone to agree—it is specifically about becoming better at cooperating despite disagreement.

8. The conversation principle

Don't try to win. Try to understand.

An Ambassador should model the behavior the Humanity Movement promotes. The way you invite someone matters as much as the words you use.

9. The easiest path to a new member

1. Have a genuine conversation.
2. Ask what they think about humanity's ability to cooperate.
3. Share the Humanity idea in your own words.
4. Answer their questions honestly.
5. Invite them to Stand With Humanity.
6. Let them choose freely.

10. Remember

You are not recruiting people to think like you.

You are inviting them to stand for the possibility that we can be different without being divided.

WE DON'T HAVE TO THINK ALIKE TO STAND TOGETHER.

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