GPCI Ambassador Program
Promoting the GPC Credential

Hosting a GPC Informational Session: Marketing and Resource Toolkit for Ambassadors

Overview

This toolkit is designed for GPC Ambassadors and smaller grant networking groups interested in hosting a GPC informational session. It compiles ready-to-use marketing resources and examples to simplify event planning and promotion.

The document includes:

- Sample email invitations and event descriptions – adaptable templates to invite and inform potential attendees.

- Panelist engagement suggestions – thoughtful prompts to engage panelists and encourage meaningful discussion.

- Slide deck – the presentation GPCI uses for our GPC Fireside sessions.

By using this toolkit, Ambassadors can quickly customize materials to suit their audience and save time in preparing for their event.

Email Invitations and Event Description Samples

Panelist Event Description and Invitation Template

Is getting your GPC the next step in your career? Please join us for our next meeting by registering using this link: [Add your registration link]

We've convened a panel of certified professionals who will share their certification journeys and answer your questions about the GPC process. Through this presentation and panel discussion, you'll learn:

1. The strategic benefits and career advantages of earning your GPC

2. How to evaluate your readiness using our 5-minute eligibility quiz

3. Registration requirements, costs, and available scholarship opportunities

4. Proven study strategies and resources, including study groups and preparation materials

5. Insights into exam content and structure from successful GPC holders

Whether you're actively planning to pursue certification or just exploring your options, this session will provide the insights you need to make an informed decision about this valuable professional credential.

When: [Date]
 Where: [Webinar link or physical location]

Meeting Event Description and Invitation Template

[Your Organization] is inviting you to a scheduled meeting.

The Grant Professionals Certification Institute (GPCI) administers the nationally recognized Grant Professional Certified (GPC) credential to grant professionals who meet eligibility requirements and successfully demonstrate proficiency in the required competencies. The GPC certification is based on rigorous standards and ongoing research to meet the real-world demands of grant professionals. GPC-credentialed grant professionals demonstrate excellence in the grants profession, and on average, report higher earnings than those without the credential.

Join us on [Date], as professionals answer your questions about the GPC credential, including eligibility, steps to taking the exam, and earning your GPC credential.

Online Fireside Chat Invitation and Description

🔥 GPC Fireside Chat – [Date and Time]

Register to attend → [Insert registration link]

Join the [Organization's] informal 'Fireside Chat' for anyone interested in learning more about earning their GPC credential. Come with questions or just listen in!

We'll cover:

- The 'why' behind pursuing the GPC credential

- How to determine if you are eligible

- Overview of the registration process

- Cost, scholarships, study groups, and more

- Topics covered by the exam

Engagement Prompts for Panelists

- Give a brief overview of how they got into grants and their experience to date

- How did they hear about the GPC and why were they interested in pursuing it?

- Overview of how they prepared

- Highlights of the experience (took it remote, both parts together, separate, etc.)

- How it has impacted their career since

GPCI GPC Fireside Slides

Please feel free to use the current slides GPCI uses for our regular GPC Firesides as a resource for your own GPC informational sessions.

[Get the Slides!](#)

Thank You

Thank you for supporting the mission of the Grant Professionals Certification Institute (GPCI). Your efforts help raise awareness of the GPC and strengthen the grants profession as a whole. If you have any questions please email us at gpc-ambassadors@grantcredential.org

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