

A photograph of a woman with dark hair and a nose ring kissing a young child on the cheek. The child has a small bun in their hair and is looking towards the camera. The image is overlaid with a blue circular graphic on the left side.

Building Successful Ambassador Programs

Outreach

- Reach out how people want and not only how you want to
- Ask Ambassadors what they want
- Provide a variety of content to meet different interests
- Try to deliver education and training in several venues
- Don't be afraid of the phone
- Embrace personalized content

Find Out Who You Have

- Ask Ambassadors about their contacts (Thank You RAP Index)
- Ask about capacity and interest
- Always explain what advocacy looks like and what the options are
- Let Ambassadors know how you will get the from A to B
- Right size expectations from the beginning

Invest In Your Ambassadors

- Tailor content to their wishes when you can
- Ask what handouts and giveaways they want
- Be active but mindful on social media
- Hit the road
- Find out what issues actually matter to them
- Involve them in your organization when possible
- Always thank them