

# Ambassadorship

## 1. Opportunities

Look for them.

- ⌘ Take a proactive approach to finding opportunities that link with the organization.
- ⌘ When you are actively looking for opportunities to connect others with the organization you will find them. Like when you are in the market to buy a new car. If you like Volkswagen bugs, you'll see them everywhere.

Recognize them.

- ⌘ Put yourself on high alert and intentionally take the time to recognize an opportunity that presents itself to you.
- ⌘ Many times when we're not looking for something to happen, or when there's an adverse situation, a teachable moment arises. I taught a College recreation program which included a week-long canoe trip. One year, we were portaging and a student slipped and cut her leg open. It wasn't life-threatening but was deep enough to cause concern. This was a perfect opportunity for other students to practice their first aid skills in a real life situation.
- ⌘ Be aware that in the most unlikely places and with the most unlikely people, opportunities present themselves. Recognize these as a crack in the door and ...

Do something with them.

- ⌘ Act on the connection by responding in a variety of ways.
- ⌘ Provide information on the organization, website or contact person.
- ⌘ Discuss participant or volunteer opportunities.
- ⌘ Sign them up for a membership.
- ⌘ Ask them to spread the word.
- ⌘ Ask if they know of anyone you should connect with.

## **2. The Good Stuff**

Identify and focus on the positive.

- ⌘ What's your best story?
- ⌘ How does participation make you feel?
- ⌘ Why do you enjoy participation?
- ⌘ When did you have the best time or make the most meaningful connection?

Determine how to share your experiences.

- ⌘ In stories, poems, through conversation, a newsletter or a blog, share those moments in a way that is most comfortable for you.
- ⌘ Step out of your comfort zone and try a television interview with the local provider. Call the local radio station and ask them to interview yourself or others.
- ⌘ Make it a habit to share your involvement, your enthusiasm and commitment to the organization.

Start somewhere.

- ⌘ If you don't start it will never happen.

## **3. Model the Way**

Motivation innovation.

- ⌘ Are you a spark or warm embers? Connect with your mojo, passion, strength and progress from there.
- ⌘ Determine what motivates you. Intrinsic motivation is more powerful, longer lasting than extrinsic rewards.

Connect your values to those of the organization.

- ⌘ How do your values mesh with those of the organization and why do you continue to be involved?
- ⌘ What are you getting from the organization?

Take action.

- ⌘ Actions speak louder than words. Walk the walk by embracing the organization and spreading the word.
- ⌘ Support growth and development by sharing your expertise, involving others and committing to action.