

The Nonprofit Community Ambassador

A Community Ambassador for an organization is someone who...

- Represents the organization throughout the community.
- Able to successfully deliver the organization's message.
- Actively seek "friends" for the organization.
- Understand the mission of the organization is put above all else.
- Educated about the organization – have a "tool kit".

Community Ambassadors General Role...

- Give details on why support is needed!
- Talk about new ventures / exciting new programs!
- Celebrate the organization's recent successes!

Community Ambassador Public Relations Role...

- Duty of Care... Be sure to have good knowledge of organization's programs and services.
- Have promo and info pieces in your "tool kit" –ready to distribute.
- Lead potential supporters or members to the organization's website.
- Use active words when describing what the organization does in the community and who it serves.
- Identify community needs & speak about what the organization does to address these needs... stories, facts, data.

Community Ambassador Fund Development Role...

- Identify donors, collaborators, supporters for the organization.
- Cultivate donors – build relationships.
- Variety of solicitation or "ask" methods with different gift sizes.
- Recognize donors / thanks.

Community Ambassador – Tips for Success...

- Think like a donor... not a fundraiser.
- Let supporters know that your organization is fiscally sound and how the \$\$ are used.
- Share ideas and work together as a committee.
- Plan for the future... set goals.
- ENJOY being an Ambassador for the organization!



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