

Ambassador Role

at Life Learning Center

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Agenda

- Getting started
- Ambassador role and process
 - How are you feeling (about the Ambassador role)?
- What makes a good Donor, Member, Volunteer
 - Becoming a better advocate
 - Relationship management
- Leverage Donor Perfect
- Lunch & Learn “kit”
- Next steps

Getting Started

Objective

- Increase the capability of LLC to meet recruiting (Volunteer, Member and Partner) and donation goals by implementing an Ambassador role to apply a defined process.

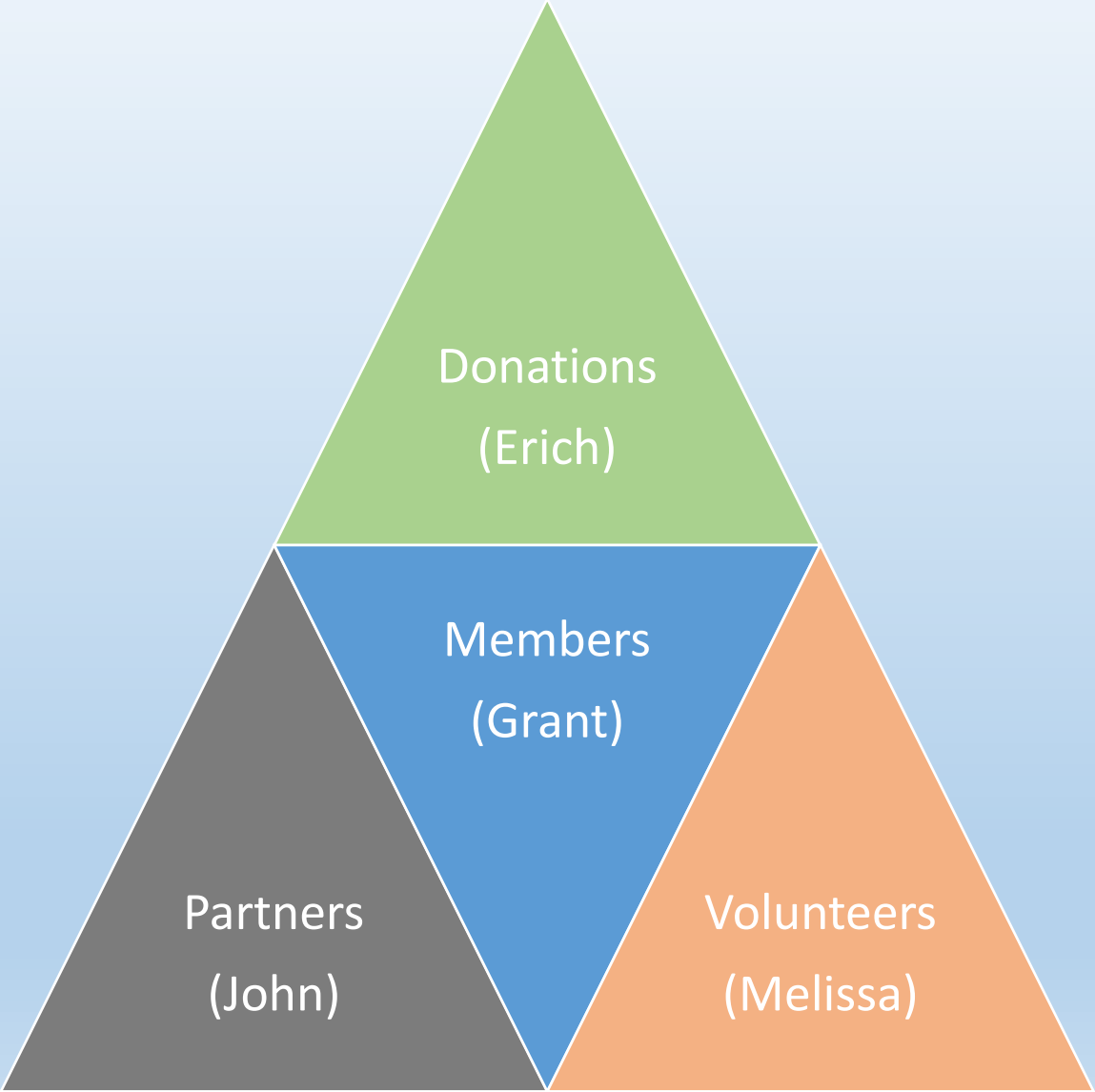


Getting Started

Some Questions

- What does a good relationship look like?
- How can I communicate “emotionally” with my target organization?
- Why do some people give or volunteer and others don’t?
- How do I get past any discomfort/fear I might have?
- Why do I need to use a standard process?
- How will I recognize progress in cultivation?
- What words do I use to increase my probability of a successful ask?

Staff Leadership
Roles



Ambassador Role Overview

- Premise
- Role
- Knowledge and Skills
- Toolbox

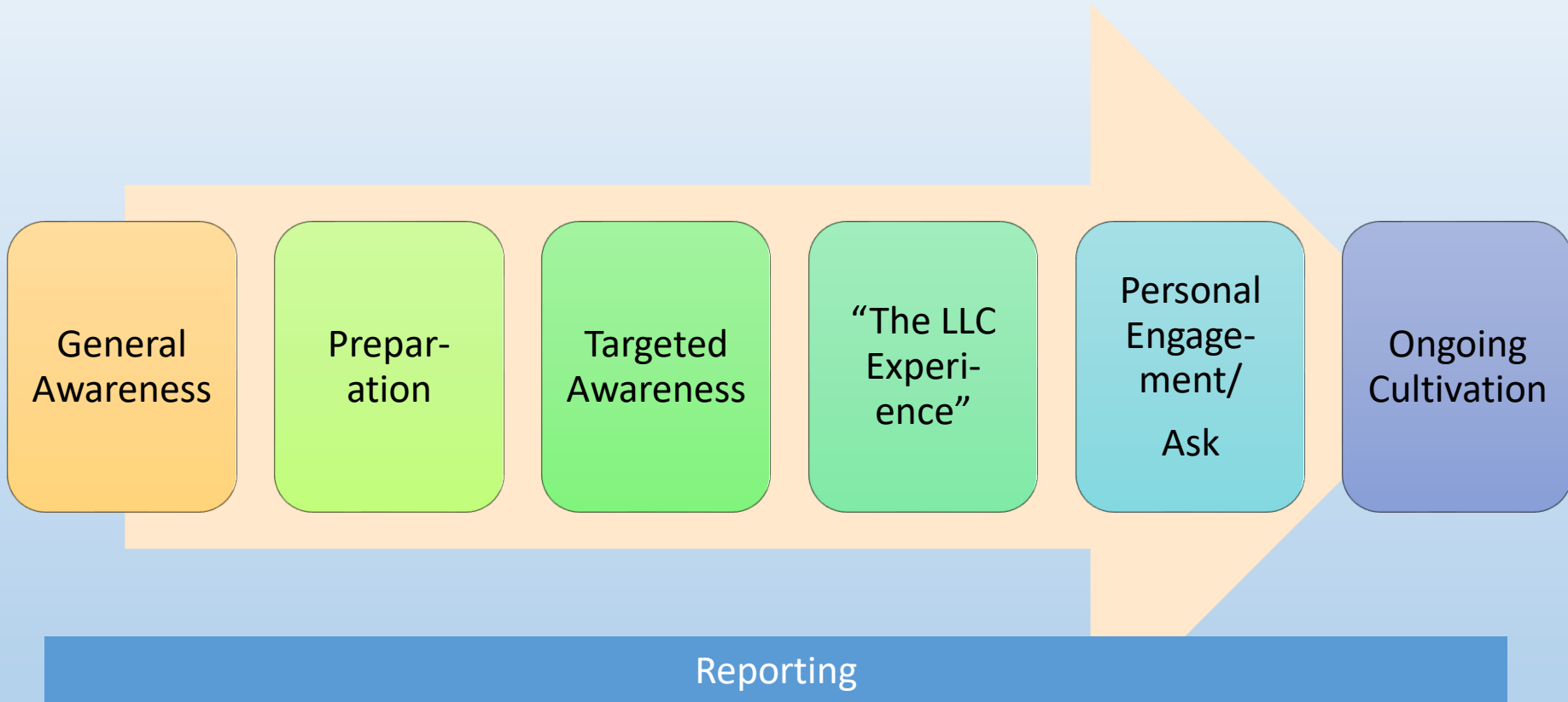
- Process



Handout
and discuss

Ambassador Role

Process



Ambassador Role

Our “Formula”

- + Personal Energy
- + Standard Process
- + Strong Emotional Hook
- + Practice
- + Nurtured Relationships
- = Successful “Asks”

“can do” attitude
steps
tell “story”
confidence
cultivation
LLC growth

How Are You Feeling About Role?

Life of an Ambassador

- Connections...with people



How Are You Feeling About Role?

Discussion

- “Flipping the switch”. Is there another role in your life where you are an ambassador?



What Makes a Good Donor, Volunteer...

Characteristics

Donor	Volunteer
<ul style="list-style-type: none">• Fit with LLC Mission• Has the Capacity to Give (\$)• Reachable	<ul style="list-style-type: none">• Fit with LLC Mission• Has the Capacity to Give (Time) with flexibility• Selflessness, Heart, Energy• Integrity• Know their skills yet wants to learn• Link to personal purpose
Member	Partner
<ul style="list-style-type: none">• Knows personal change is needed• Has hope• Has experienced poverty/suffering	<ul style="list-style-type: none">• Synergy, win/win• Complementary offering• Resources to share

How to Ask - Planning

- Decide Who You Are Asking.
- Decide What You Are Asking For.
- Understand That There Will Be “No’s”.
- But Expect a Yes.
- Show People How They Can Make a Difference



How to Ask for
Anything

Consider
this as a
handout

Becoming a Better Advocate

How to Ask - Process

- Get the pleasantries out of the way.
- Make a transition.
- Make the connection.
- Make them cry (emotional hook).
- Make them understand why you need what you are asking for.
- Make the ask.

Relationship Management

Principles

- Know the top person or their designate
- Set goals together
- Identify potential synergies (win-win)



Relationship Management

Review Targets

- Covington Business Council (Erich)
- Alumni Support Group (Grant)
- St. Philips Church (Denise)
- Public Advocacy (Melissa)
- Safety Net Alliance (John)

Relationship Management

Develop Plan (Group Exercise)

Target Organization Name	
Why This Target?	
Assessment	
# People in Target	
Influential People (1-3)	
Names	
E-Mail addresses	
Phone numbers	
Other research	
Goals	
Identify __ volunteers	
Solicit __ \$	
Gather __ contact names	
Is "Cultivation" Needed?	
Cultivation strategy	
Approach/Action Plan	
Names of people to meet with	
Lunch & Learn date	
Other Actions	
Follow-up	
Last contact date	
Next contact date	
Reporting	
Contact names in Donor Perfect?	
Coordination with Leaders	

Ambassador Role Tracking

Ambassador Report Mockup

Ambassador Report Mockup							
Target Organization Name				Target Relationship Owner Name			
Time Period (e.g. YTD)							
Contact Name	Interest Area	Sub-Interest	Actual Donations	Volunteer Assignment	Date of Last Contact	Contact Type	Next Contact Date
Name 1	Donor		\$200			Personal e-mail	
Name 2	Volunteer	Faculty		Faculty			
Name 3	Member					Phone call	
Name 4	Partner						
Name 5	Volunteer, Donor	Coach	\$100			Lunch	
Name 6	Donor		\$1,000				
Name 7	Donor						
7			\$1,300	1			

Tool Kit

L&L stuff

- Prezi
- Packet includes L&L invites, member recruiting pamphlet, annual report, classroom schedule, business cards
- Volunteer position summary

Other

- L&L “cards”

Next Steps

“Go do it”

- Ambassadors: reconnect to review and continue learning (set date)
- Paul: configure Donor Perfect