



State Ambassador Speaking Engagements Checklist

- **Know your Ambassador.** Use the State Ambassador Tracking Excel sheet in SharePoint under your state to track your state ambassadors. You may also want to track and keep in the same folder; engagement availability, speaking engagement preference, preferred audience size, distance willing to travel, access to transportation, preferred way to use skills (speaking, networking, fundraising, blogs, social media), etc. Program Managers should also be knowledgeable of their ambassador's aptitude, characteristics and behaviors. You can add notes such as these in the 2020-2022 state ambassador tracking excel sheet. Please see link; [State Ambassador Files Link](#) then find your state.
- **State Engagement Calendar.** Create a calendar for your state ambassadors of Best Buddies specific events, community and civic engagement opportunities. Each engagement event should list the number of potential Ambassadors needed, engagement type, location and time.
- **Inform and educate chapter leadership.** Share information (i.e. program description, Ambassador informational flyer) with school friendship chapter advisors, student leadership and faculty advisors about that state ambassadors specifically but also what their own ambassadors can do to help speak and create a more inclusive environment. Ambassadors, state and general, can have opportunities to speak within the school district, school assemblies, college campus events etc. Program Managers should have conversations during officer/leadership meetings about the Ambassador program, opportunities for speaking opportunities within the school district (i.e. school wide awareness assembly, board/faculty meetings, involvement fairs, etc.) and the greater community.
- **Collaborate!** Contact local chapters of service organizations (like Kiwanis, Lions Club, Rotary, etc.) for ambassador speaking opportunities.
- **Network!** Your people are your best resource. Utilize adult speech coaches to help identify speaking opportunities within their company (i.e. Best Buddies Lunch and Learn). Speech coaches should also be tapped for additional business and/or society contacts for Ambassador speaking engagements within the community.
- **Communication.** Incorporate highlights from Ambassador trainings and/or speaking engagements in your weekly, monthly or quarterly communications with Best Buddies participants. Spotlight Ambassadors that are looking for engagement opportunities by highlighting their experience with Best Buddies, preferred engagement type (i.e. schools, community fairs, formal events etc.). Possible titles for this section of your newsletter communication could include but are not limited to the following: "Share the mission. Help our Ambassador find speaking engagements; or, Do you want an Ambassador to speak at your school, job or community event?"
- **Planting seeds.** Check with local schools without Best Buddies chapters to see if there are opportunities for ambassadors to speak. This is a great opportunity to share our mission and cultivate partnerships for potential new school friendship chapters.



- **Prep! Prep! Prep!** Extensively prepare your Ambassador for their engagement, ensuring they are comfortable with their speech and delivery style. The Program Manager is responsible for reviewing their State Ambassador files in SharePoint to enhance their knowledge of participants. Ambassadors selected to deliver speeches at Best Buddies and community events should be prepped 3-5 weeks before the event. The Program Manager should meet with the Ambassador to review their speech, make edits and rehearse (preferably in front an audience size similar to their speaking engagement, if possible).
- **Own it!** As State Ambassadors, they are official advocates for BB and it is also their job to find their own speaking opportunities. They should not be afraid to make their own connections and build their own relationships. Remember your state ambassadors of the below tips: Connect with family and friends-can you go to their workplace or classroom? Are you involved in other organizations that you can speak at?