

Ambassador Training Facilitation Guide

Best Buddies International



Objective: To provide ambassadors with the tools, training, and language to showcase the mission in action, articulate a foundational knowledge of Best Buddies, and share their personal experiences with various Best Buddies programs.

Materials: Handouts, PPT, projector, Internet access, pencils, paper

Time: Approximately 4 hours – adapt as needed to fit within your allotted time frame.

Welcome and Training Overview: 30 minutes

Introductions – Introduce staff and any additional facilitators, then allow each participant, including speech coaches, to introduce themselves and share the following:

- Name
- Involvement with Best Buddies/ school, organization or business
- Answer an ice breaker question of your choosing (add to PPT)

Review goals for today's training

- Learn more about Best Buddies' mission and programs
- Develop a speech that can be shared to raise awareness about inclusion
- Use your voice and share your unique perspective
- Get to know your fellow Ambassadors, staff and volunteers
- Gain the skills and confidence to become an effective speaker

Review Conversation Norms

- Speak from the "I" perspective
- Share the space
- Be respectful and consider all views
- Listen for Understanding
- Honor Confidentiality
- Stay Engaged

Overview of Best Buddies: 30 Minutes

Who We Are

Best Buddies International is the world's largest organization dedicated to ending the social, physical and economic isolation of the 200 million people with intellectual and developmental disabilities (IDD).

Mission

Best Buddies is dedicated to establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment, leadership development and inclusive living for people with IDD.

Who We Serve

The IDD community that Best Buddies serves includes, but is not limited to, people with Down syndrome, autism, fragile X syndrome, Williams syndrome, cerebral palsy, traumatic brain injury and other undiagnosed disabilities.

History of Best Buddies

Best Buddies was founded in 1989 by Anthony Kennedy Shriver, who is the son of Eunice Kennedy Shriver, founder of Special Olympics. The first Best Buddies chapter was developed at Georgetown University and over 30 years later there are now close to 3000 Best Buddies chapters across the US and in over 50 countries around the world.

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Pillars & Programs

- **Friendship:** Fosters connections between people with and without IDD. This pillar includes our elementary through college level school chapters, our Citizens program for adults and our e-Buddies online community.
- **Jobs:** Secures and supports employment opportunities for people with IDD, allowing them to earn an income, pay taxes, and continuously and independently support themselves.
- **Leadership:** Educates and empowers people with and without IDD to become leaders, public speakers and advocates for inclusion. This pillar includes our Ambassador program as well as our Transition services.
- **Living:** Provides an inclusive living experience in which people with and without IDD are active, contributing citizens living independently in a dynamic environment where they can learn, grow, and thrive.

Trivia Activity- Test participants knowledge with a pop quiz about Best Buddies facts. Answers provided in PPT.

State Specific Information – Provide participants with an overview of program opportunities available in your state so that they can support recruitment efforts and raise awareness.

Ambassador Roles: Review the following Ambassador roles and include any additional information about training opportunities or events that your state has to offer for Ambassadors.

- **Ambassador:** A participant who has completed official Best Buddies Ambassador trainings and is committed to raising awareness about inclusion and Best Buddies mission.
- **State Ambassador:** A trained Ambassador who has been identified by Best Buddies staff to represent the state at events and in the community. State Ambassadors are expected to:
 - Attend at least 2 state trainings
 - Identify at least 4 speaking opportunities
 - Attend at least 3 Best Buddies events per year
- **Global Ambassador:** A participant who has completed state and national trainings and has been invited to advocate and share their story at a national or international level.

Group Discussion: 10 Minutes

Discuss the importance of story telling and ask Ambassadors to share the following:

- Why is it important to share your perspective?
- What impact do you hope to make?

Speaking As An Ambassador: 15 Minutes

Speech Sample: Share Jack Mayor's speech as an example. <https://youtu.be/il0ImpvEIGY>

Allow time for participants to share their feedback about his speech.

Speaking Engagements: Discuss the variety of opportunities available for Ambassadors to share their speech and raise awareness about Best Buddies' mission.

- School Chapter events
- Spread the Word events
- Corporate meetings
- State events
- Resource fairs
- Everyday conversations
- Social Media

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Elevator Pitch Activity: 15 Minutes

Discuss definition of an elevator pitch and provide examples of when Ambassadors may utilize this kind of brief messaging. Direct them to follow the steps listed on slide 13 to develop their pitch and practice it with their speech coach. Ask for volunteers to share a few examples.

Planning Your Speech: 15 Minutes

Your Mission

Encourage Ambassadors to ask themselves the following questions when preparing to write their speech:

- How did you get involved in Best Buddies?
- What inspires you about being a part of Best Buddies?
- How has Best Buddies made a positive impact on your life?
- What do you want people to know about this mission?

Utilize The Five W's:

Encourage Ambassadors to address these five components to ensure clarity in their speech:

- **Who:** Who is involved in the story you will share?
- **What:** What happened? What was YOUR experience? How might others relate?
- **When:** When did this occur?
- **Where:** Where did it happen?
- **Why:** Why is it important that people hear this speech?

Call to Action

Advise Ambassadors to include a call to action in their speech and provide them with examples.

Parts of A Speech.

Review the following elements of a speech:

- The **Introduction** should include all of the following:
 - A thank you to the audience
 - An introduction of yourself
 - Your topic sentence
 - An attention grabber like a question, joke or thought-provoking statement
 - Explain the Who, What, When, Where, Why
- The **Body** of the speech should include:
 - At least 3 main points to support your topic sentence
 - Facts about your subject
 - Continuing your story from the introduction
 - Tell your audience everything you want them to know
- The **Conclusion** of your speech should include:
 - A summary of your topic
 - A call to action
 - A thank you to the audience

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Speech Writing: 45 minutes

Review the following reminders before instructing Ambassadors to partner with their speech coach and use the companion worksheet to draft an outline of their speech:

- Start by identifying where and to whom you are speaking so your messaging can be geared toward your audience.
- Discuss your ideas with your speech coach and determine what your goal is in giving this speech.
- Add more detail and review with your speech coach to finalize.
- Be sure to include an attention grabber, your personal perspective and a call to action.
- Try to keep an open mind when offered feedback.
- Keep your speech brief- about 3 to 4 minutes in length. Practice reading it aloud to your speech coach to perfect your timing.

Facilitators should mingle throughout the room to offer support to Ambassadors as needed and provide more time for speech writing if necessary. As first drafts of speeches are finalized, instruct speech coaches to assist with editing.

Prepare to Share: 10 Minutes

Discuss tips for presenting a speech. Ask speech coaches to share their advice as well. Here are a few examples you can share:

- Engage the audience through eye contact and facial expression
- Pause for audience interaction
- Incorporate gestures and movement where appropriate

Share the following tips for future speaking preparation:

- Jot down the key points you want to make on note cards to help you stay on track when presenting
- Try to memorize as much of your speech as you can so that you don't have to rely on your notes
- Practice your speech in front of a mirror to perfect your body language and eye contact when presenting
- Keep track of your pace so that you can stay within the allotted time you have to speak

Practice Presenting: 25 minutes

Provide Ambassadors and speech coaches with time and space to practice presenting speeches in preparation for group presentations.

Presentation Time!: 40 minutes

Allow opportunity for Ambassadors to share their speeches if they feel comfortable doing so. Remind audience to be supportive and respectful during speeches. Keep each speaker accountable for the time allotted for their speech.

Congratulations & Thanks: 5 minutes

Following speech presentations, distribute certificates to Ambassadors. Discuss next steps and share any upcoming opportunities. Encourage Ambassadors to identify opportunities to speak in their communities and keep Best Buddies staff informed of their plans. Gather everyone for a group photo and thank them for their participation.