

Literacy New Jersey State Conference

Saturday, November 1, 2014

Board Members

as

**Community
Ambassadors**



Ambassador?

**Just what does
this mean?**



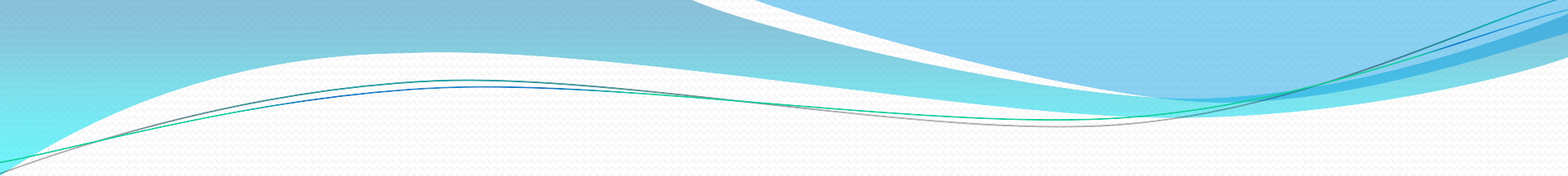
It's Simple

Ambassador Definition

- A diplomatic official of the highest rank appointed and accredited as representative in residence by one government or sovereign to another, usually for a specific length of time.
- A diplomatic official heading his or her country's permanent mission to certain international organizations, such as the United Nations.
- An authorized messenger or representative.



**What you do after
your Board meeting is
over is what really
counts**



A cynic's definition of “meeting”



**A place where hours
are spent and
“minutes” are taken.**



**What makes a
good
Ambassador?**

A “good” ambassador:

- Cares
- Is Loyal
- Follows the rules

What does “care” mean?

- **Participate**
- **Use good judgment**
- **Prepare**
- **Be informed**

What does “loyal” mean?

- Place Literacy NJ above your personal interests
- Place Literacy NJ above other organization’s interests
- Disclose any conflict of interests
- Do NOT disclose any LNJ confidential information



**Let's
Get
Specific**

Tools of the Trade

- *Mission Statement*
- *Fact Sheet*
- *Elevator Speech*

Mission Statement

Who are we?

What do we do?

Why do we do it?

Where do we do it?

When do we do it?

How do we do it?

-or-



Why Do We Exist?

-or-

**How will our world be
better because of what
we do?**

Fact Sheet

Who prepares it?

What does it include?













The Elevator Speech

**A concise statement of
your Mission and
some important facts**

The Elevator Speech

Some important questions:

- 1. Where do you use it?**
- 2. Why do you use it?**
- 3. When do you use it?**
- 4. With whom do you use it?**

Some Best Practices Ideas

- **Be “out there”** – your job is more than attending meetings
- **Enthusiasm** – is contagious
- **Practice / role play**
- **Capture contact information**
- **Report back / Share**
- **Set a goal**
- **Recruit**



War Stories?

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