

## **Board Member Ambassadorship: Tip Sheet**

A primary role for all nonprofit board members is to act as ambassadors: to bring the organization into worlds it would not ordinarily reach, and to bring people who would not encounter the organization through their daily lives (but who might really care about its work if they knew about it) into the organization's orbit. Here are some tips and strategies for board ambassadorship success:

### **Rehearse your story(s)**

- Know and practice talking points
- Be prepared with compelling opening lines
- Have a reservoir of stories that capture the group's work – especially those you have experienced yourself
- Be able to speak personally about why you care: Where does your connection and passion for the organization stem from? Can you tell a story about observing the group in action?

### **Understand the different angles of the case**

- Understand how the different facets of the case are compelling to different people
- Have the ability to connect today's headlines to the work of the group

### **Keep your affiliation with the group front and center**

- Include your board affiliation on LinkedIn and in your corporate bio
- Use board business cards
- Have a 1-1 meeting with a prospective supporter of the organization once a month

### **Engage in dialogue with prospects rather than "telling them" about the organization**

- Lead with open ended questions that get prospects thinking about their connection to the mission
- Ask for advice to get people involved
- In all your conversations about the group, try to listen 80% of the time for clues as to how to drive forward engagement for this particular person

### **Follow up so that the conversation leads to the beginning of a new path**

- Know the steps to successful engagement and be aware of upcoming cultivation opportunities
- Remember the organizational "wish list" in the back of your mind (things in addition to money)
- Relay what you learned about the person to a staff member to capture/track relationships
- Add the prospect to your contact list and begin to share news of the group by forwarding emails or news of events