

Practical Tools for Supporting Board Members as Ambassadors

Level setting

- Business cards with Mission
- Individual baseline organizational knowledge “check in” and “fill in”
- Group level-setting and messaging expectations
- Connection & engagement

Storytelling Toolkit

- Ready-to-send emails & relevant social media
- Client story of the month/quarter
- Organizational fact sheets, updated
- “Frequently asked questions”
- Timely responses to news: “VIP” distribution

Manage Expectations & Process, Measure Results, Communicate

- What do we need to accomplish, when, and how?
- Who can do what well and comfortably?
- Who knows who, who feels comfortable calling who, when?
- How did it go?
- Did we meet our goals?
- Why? Why not?
- Celebrate success
- “Even better if”