

INNOVATION **AMBASSADOR**

Ambassadors are the emerging leaders each member organizations that help us grow engagement with Alliance resources, share ideas, and champion innovation – they are the fuel that helps the Alliance keep running.

ROLES & RESPONSIBILITIES

BUILD AWARENESS

The most important role for the Ambassadors is to help grow engagement with the Alliance. While your Regional Director can introduce staff to the Alliance and the tools and benefits of membership, we rely on the Ambassadors to champion the message and build awareness of the Alliance's message.

TASK

- ▶ Publicize the Alliance
- ▶ Take research requests
- ▶ Sign Up new accounts
- ▶ Recruit new ambassadors
- ▶ Meet with your regional director every 3/6 months or once a year

STORY TELLING

We rely on the Ambassadors to be our eyes and ears about what is happening in local government so we can share your ideas with the larger Alliance community.

TASK

- ▶ Answer Knowledge Network questions
- ▶ Submit TLG Case Studies
- ▶ Submit an article about your organization's latest innovative projects
- ▶ Key contact for other members

BUILD A CULTURE OF INNOVATION

While traditional leadership of the organization is vital to building an innovative culture, the Ambassadors serve as an informal group of emerging leaders from all different parts of local government championing innovation. The Alliance doesn't believe in a one-size-fits-all approach to innovation. Instead, we believe in connecting the emerging leaders throughout the Alliance to share and discuss strategies to promote more innovation in local government.

TASK

- ▶ Host Learning Events Internally
- ▶ Ambassador Networking Events
- ▶ Lead an Internal Team to Inspire Innovations



To learn more about these opportunities contact your Regional Director:



FAQ

How many Ambassadors should we have?

We need one chief ambassador overall. It is that chief ambassador's role to identify, recruit and engage other staff members with your membership benefits. Keep in mind however that there are no limitations on the amount of Ambassadors you can have. Depending on how large your organization is and/or how difficult it is to engage the entire organization, you may need more Ambassadors.

How do we identify Ambassadors?

Ambassadors are your emerging leaders. They can be in any department at any role in the organization. The Ambassador program is about empowering them to take a leadership role in the organization to help build a more innovative culture.

How do we recruit Ambassadors?

Outside of asking your staff, a great way to recruit Ambassadors is having your Regional Director do a presentation to potential Ambassadors about the program. Another way is to invite potential Ambassadors to a local Alliance networking event so that they get the chance to learn more about the Alliance and the program.

What time commitment does being an Ambassador require?

The Ambassador Program is amenable to your schedule and the Alliance membership goals your organization desires to accomplish. However the Regional Directors would like to keep in touch at minimum of every six months.

How do I champion innovation?

The Alliance has many resources to help you create a culture of innovation from free toolkits to online learning programs to our Innovation Academy Program.

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