

AMBASSADOR TRAINING CURRICULUM

Learning Objectives

By the end of training, the Person-to-Person or Spokesperson Ambassador will be able to

- Demonstrate how to use the Person-to-Person or Spokesperson Ambassador Handbook.
- Demonstrate how to write an Ambassador Outreach Plan.
- Describe and understand the three steps in Ambassador Outreach.
- Describe and understand the three parts to every marketing pitch.
- Demonstrate the CDSMP pitch (and PowerPoint presentation for Spokesperson Ambassadors).
- Describe how to fill out the Ambassador Outreach Activity Report.
- Describe how to get in touch with the Coordinator.

Training Materials Needed

- A space large enough for trainees to pair up and separate from the group to practice delivering the pitch.
- Large tables on which to spread out the training materials.
- Attendance roster.
- Flip chart and pens.
- Hard-copy, customized Ambassador Handbooks, one for each Ambassador trainee.
- Hard copies of the Ambassador tools to be inserted in each handbook:
 - » Person-to-Person or Spokesperson Ambassador Job Description.
 - » Ambassador Outreach Plan form.
 - » Ambassador Outreach Activity Report form.
 - » Talking Points Card.
 - » PowerPoint presentation for Spokesperson Ambassadors.
- Previously prepared flip chart pages (see samples, pages 34–36):
 - » The Ambassador Training Agenda, including time allotted for each activity.
 - » Three Steps to Ambassador Outreach.
 - » The Pitch.
- Paper and pens for each trainee to take notes.
- Name tags.
- Ambassador Training Certificates (See template, page 38).



TIP

You may choose to train Person-to-Person and Spokesperson Ambassadors together or separately. This training curriculum will work with either training format. Review the agenda and guidance carefully and design your training with an individual focus for a Person-to-Person Ambassador trainee and a group focus for a Spokesperson Ambassador trainee.

How to Train Adult Learners

Adults need to

- Be actively involved.
- Get lots of positive feedback.
- Apply knowledge and skills to their communities.
- Build on their own experience.
- Take frequent breaks.

TRAINER'S GUIDE

Activity 1: Introductions (5 minutes)

Materials

- Flip chart.

Method

- Welcome Ambassador trainees and introduce trainers.
- Write the following question on the flip chart: “Why do you want to be an Ambassador?” Ask each trainee to answer the question.

Activity 2: Overview of the Agenda (5 minutes)

Materials

- Ambassador Training Agenda Flip Chart.

Method

- Review the agenda on the flip chart. Ask if anyone has any questions or concerns about the agenda or the time allotted.

Activity 3: The Role of the Ambassador (10 minutes)

Materials

- Person-to-Person or Spokesperson Ambassador Job Description handouts.

Method

- If you are training both Person-to-Person and Spokesperson Ambassadors, explain that the roles are similar but the audiences are different. Person-to-Person Ambassadors work with individuals, while Spokesperson Ambassadors work with groups.
- Ask trainees to describe what the Person-to-Person or Spokesperson Ambassador will do.

- Use the Person-to-Person and Spokesperson Ambassador Job Descriptions as references. List the primary activities and responsibilities for each position.
- Allow a minute or two to clarify any questions or concerns.

Activity 4: Ambassador Handbook Walk-Through (30 minutes)

Materials

- Person-to-Person and Spokesperson Ambassador Handbooks.
- Person-to-Person and Spokesperson tools and forms.
 - » Person-to-Person or Spokesperson Ambassador Outreach Plan forms.
 - » Person-to-Person or Spokesperson Ambassador Outreach Activity Report forms.
 - » Talking Points Card.
 - » CDSMP information and schedule.
 - » PowerPoint Presentation (for Spokesperson Ambassadors).

Method

- Give either a Person-to-Person or Spokesperson Ambassador Handbook to each trainee.
- Optional: Hand out the Ambassador tools and tell the trainees to insert them in the appropriate place in their Handbooks as you go through the sections.
- Review the “How to Use This Handbook” section.
- Discuss the three steps to Ambassador Outreach and the three parts to every marketing pitch.
- Show trainees the Three Steps to Ambassador Outreach Flip Chart (page 35). Show them how to find the Steps to Ambassador Outreach activity in each Handbook.
- Show trainees The Pitch Flip Chart (page 36) and explain the three parts of a successful marketing pitch. Show them the Talking Points Card.
- Show trainees the tools, tips, and any other resources you may have inserted in the Handbooks before training.

Activity 5: Overview of the Steps to Ambassador Outreach (10 minutes)

Materials

- Three Steps to Ambassador Outreach Flip Chart.

Method

- Display the Three Steps to Ambassador Outreach Flip Chart.
- Read the three steps and explain that each step will be explained in detail and then followed by a practice session.

Break

Activity 6: Review Ambassador Outreach Step 1: Preparing to Be an Ambassador (50 minutes)

Make a Plan (20 minutes)

Trainer's Key Point

- Being a great Ambassador starts with a good plan.

Materials

- Person-to-Person or Spokesperson Ambassador Outreach Plan forms.

Method

- Discuss the parts of the Ambassador Outreach Plan.
 - » Ask the trainees, “Why do you think you will need a plan to talk with your friends or family or if you are speaking to a group of people?”
 - » Use trainees’ answers to talk about how planning allows you to figure out how to fit Ambassador work into your daily life. Are you going to the library or church this week? If you know where you might be going, you can jot down your ideas about people to talk with there. That way, you can plan to have your Talking Points Card or pamphlets about local workshops with you. Afterward, you can go back and see if you were able to do what you planned and make adjustments for the next opportunity.

Prepare and Practice Your Pitch (30 minutes)

Trainer's Key Points

- The basic message is essential and there are three parts to every pitch.
- Prepare your CDSMP pitch so you are ready for any opportunity to market a workshop.

Materials

- Person-to-Person and Spokesperson Ambassador Handbooks: the “Learning the Basic Message or Pitch” section.
- Talking Points Cards.
- PowerPoint presentation (for Spokesperson Ambassadors).

Method

- Discuss the “Learning the Basic Message or Pitch” section of the Handbook. It explains the Talking Points Card.
- Learn the basic message and its three parts.
- Use the Talking Points Card to remind yourself of the three message points.

Practice

- Have Person-to-Person Ambassadors practice with one other person. Share positive and constructive feedback.
- Have Spokesperson Ambassadors practice the pitch and the PowerPoint presentation in front of the group.

Break

Activity 7: Review Ambassador Outreach Step 2: Marketing the CDSMP Workshops (40 minutes)

Connect with People (20 minutes)

Trainer’s Key Point

- Make the most of the time you have to talk with people.

Materials

- Person-to-Person and Spokesperson Handbooks: How to Make the Most of Your Time with People.

Method

- Discuss the “How to Make the Most of Your Time with People” section of the Handbook.
- Review the keys to making the most of your time talking with people.
- Review how to tailor your pitch to individuals and influential community members. For Spokesperson Ambassadors, review the audience-specific information in the Handbook.

Practice

- Have trainees use role-playing to learn how to be active listeners. Have one person talk and then ask listeners to repeat back what they have heard. Explain how to use what you hear to personalize your message (pitch) to individuals and their unique needs.
- Ask trainees to volunteer their ideas about the different types of audiences they might be talking to. For example, ask “How would you change your pitch or presentation if you were talking to veterans or if you were talking to church women?”

Make Your Pitch Stick (20 minutes)

Trainer’s Key Points

- Ambassadors must be familiar with the CDSMP information and the workshop schedule before they can use them.
- Ambassadors will need to follow up with people they talk with to make sure they sign up for workshops.

Materials

- Flip chart.
- Person-to-Person and Spokesperson Ambassador Handbooks.
- Customized CDSMP information and workshop schedule.

Method

- Ask trainees, “Can you think of ways to follow up with the people you have talked to?”
- List suggestions on the flip chart as they are mentioned (e.g., phone, U.S. mail, e-mail).

Practice

- Brainstorm ideas for following up with the people that Ambassadors have talked with and discuss why this step is important.
- Share ideas about how to follow up and how this step can support program goals to raise attendance at workshops.

Activity 8: Review Ambassador Outreach Step 3: Connecting with Your Coordinator (20 minutes)

Trainer’s Key Point

- Ambassadors must use the Ambassador Outreach Activity Report to stay in touch with the Coordinator and track their progress.

Materials

- Tools for Ambassadors: Ambassador Outreach Activity Report forms.

Method

- Explain that using the Ambassador Outreach Activity Report form to track activity and report success is essential.
 - » By using the form to report outreach activities each month, Ambassadors can get support and help with planning for future outreach.
 - » The reports also help you identify what activities are working so they can be shared with other Ambassadors.

Practice

- Review the Ambassador Outreach Activity Report to show trainees how to report their activities.
 - » Discuss the importance of understanding how outreach activities are progressing.
 - » Discuss how Ambassadors can keep in touch with the Coordinator to share successes and challenges.

Activity 9: Review (10 minutes)

Materials

- Flip chart.
- Three Steps to Ambassador Outreach Flip Chart (page 35).
- The Pitch Flip Chart (page 36).

Method

- Ask trainees to name the three steps involved in Ambassador Outreach and check them off the flip chart display.
- Ask trainees to name the three parts of a marketing pitch.
- Ask for ideas and tips for success. Share and discuss. Ask for questions.
- If you have time, brainstorm ideas for building an Ambassador team, including ways that Ambassadors might help each other in the field. Ask for ideas about how the Coordinator can support Ambassadors.

Activity 10: Ambassador Training Certificate Award Ceremony (5 minutes)

Materials

- Ambassador Training Certificates (page 38).

Method

- At the front of the room, present each new Ambassador with an Ambassador Training Certificate. If you are offering other incentives, such as badges, t-shirts, or caps, present these as well.