

Ambassadorship

November 18, 2020

Nanette R. Fridman

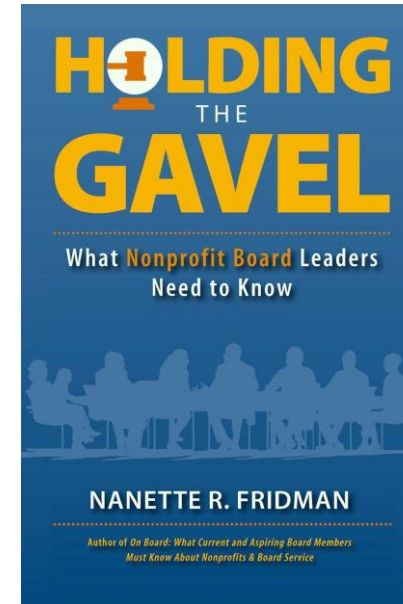


FRIDMAN

STRATEGIES

Introduction of Nanette Fridman

- President of Fridman Strategies, Inc.
- 25+ years of experience with nonprofits as a professional, lay leader, consultant & coach
- National speaker, trainer and facilitator
- Author of two books, *On Board* and *Holding the Gavel*
- BA, Tufts University
- MPP, Georgetown University Public Policy Institute
- JD, Georgetown University Law Center
- Harry S. Truman Scholar



"If you've just been asked to join your first board or you're on ten boards, Nanette Fridman has written the book for you. On Board tells you everything you need, from A to Z and then some—and it's so readable!"
Peter Ledman, Professor of Law, Georgetown University Law Center

ON BOARD

WHAT CURRENT AND ASPIRING
BOARD MEMBERS MUST KNOW ABOUT
NONPROFITS & BOARD SERVICE

NANETTE R. FRIDMAN
Foreword by Aaron Philip Dworkin
President, After-School All-Stars National Network

In the Chat

- Your Name
- Your Synagogue or Organization
- Your Role
- One Word that Describes What Being an Ambassador Means to You

- am·bas·sa·dor /am'basədər/
noun: **ambassador**; plural noun: **ambassadors**
a person who acts as a representative or promoter of a specified activity.
“she is a good ambassador for the organization”
- Synonyms:
campaigner, representative, promoter, champion,
supporter, backer, booster

What is an
Ambassador?

What Organizations Need to Be Strong & Sustainable

Members
Participants
Volunteers

Ambassadors
Fundraisers

Cultivators
Solicitors
Stewards

Donors
Board
Members
Leaders



All Require Awareness

Peer-to-Peer



People don't trust institutions.



They trust their experiences and their friends.



Reviews, not websites.

Word of Mouth Marketing

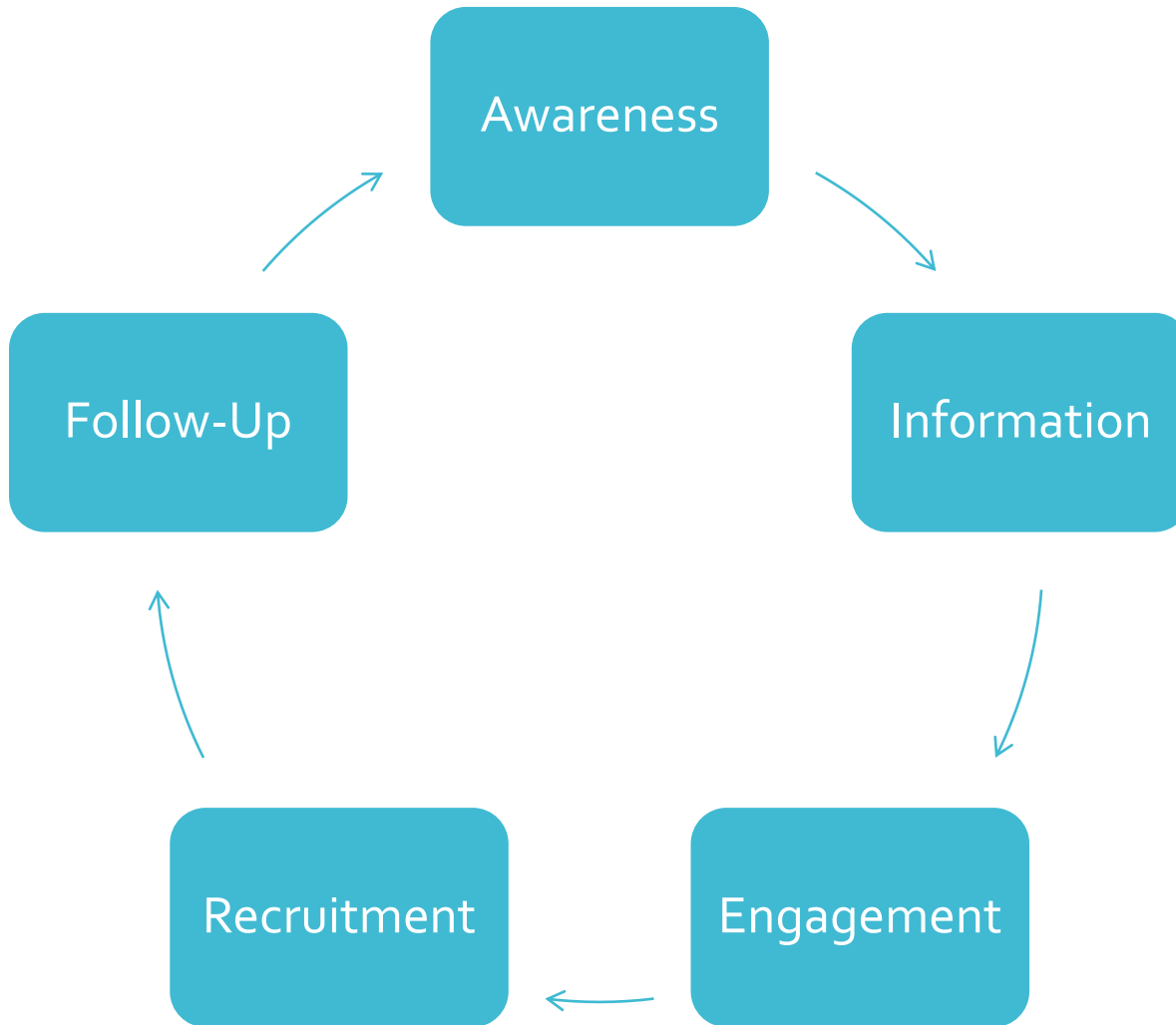
WoM marketing is giving people a reason to talk about an organization, a cause, a program or event, and making it easier for that conversation to take place

Pro-active

Peer-to-Peer



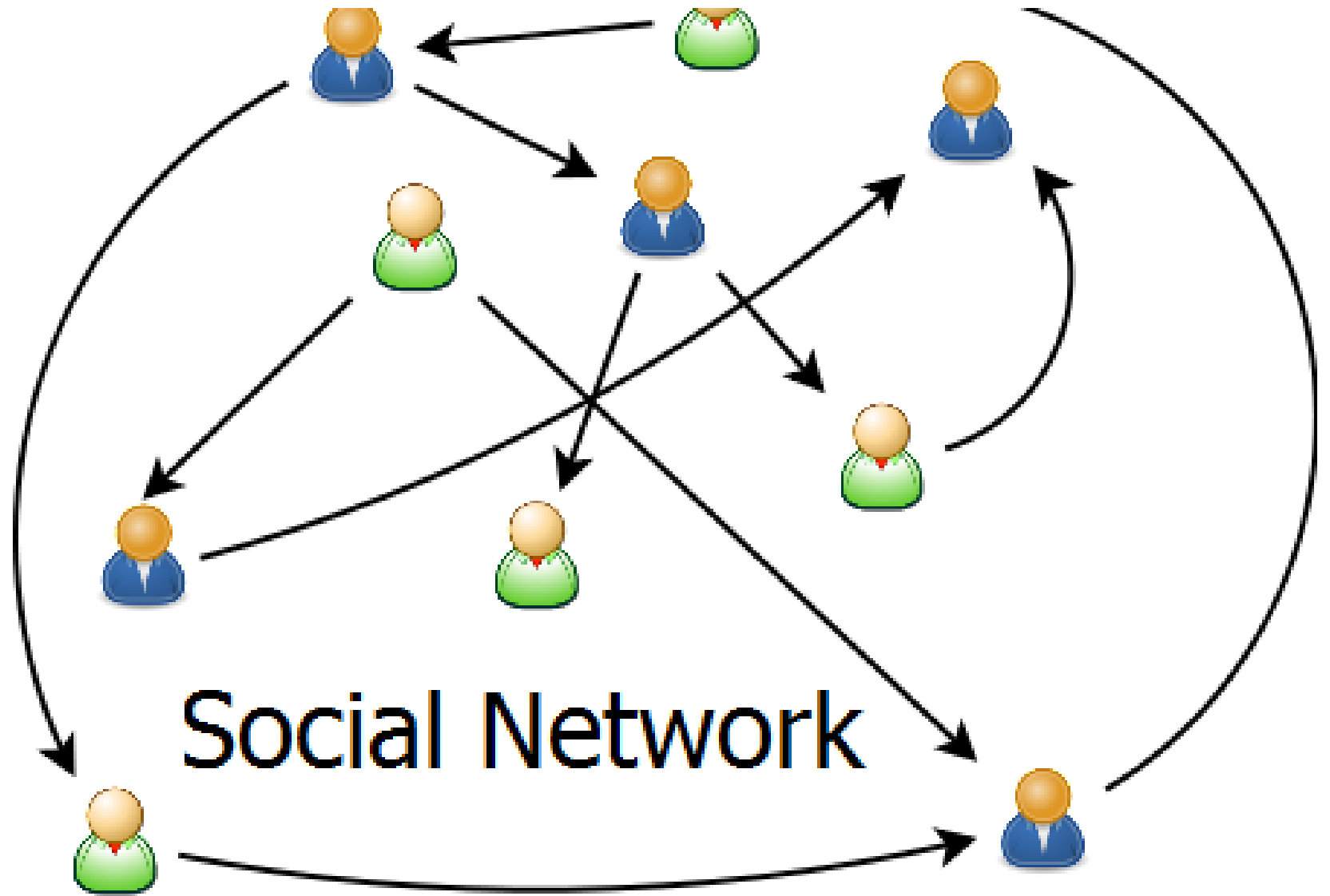
What Are We Trying to Do - Outreach



Participation is the Goal!

Opportunities for Outreach

Where are there opportunities for making connections externally?



Being Ambassadors to Whom – In-reach for Organizations and Individuals

- Radical Hospitality
- Retention
- Participation
- Deeper Engagement
- Volunteer
- Ambassador
- Fundraiser
- Donor
- Leader



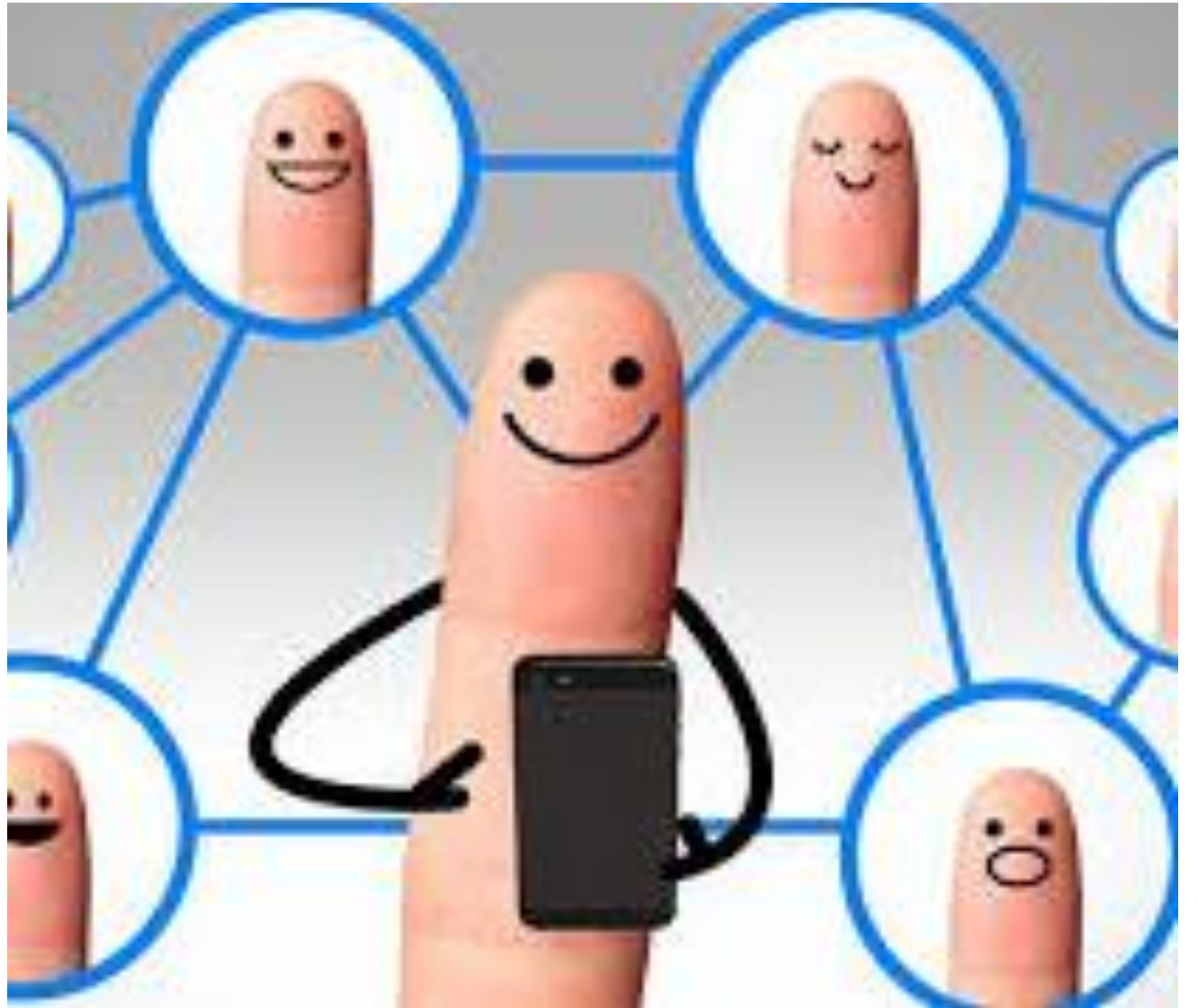
Retention & Investment are the Goals!

Opportunities for In-reach

- Where are there opportunities for making or strengthening connections internally?

Mapping Your Community

- What are the Micro-Communities that exist for your synagogue or its catchment area?
- Who are the evangelists and connectors?

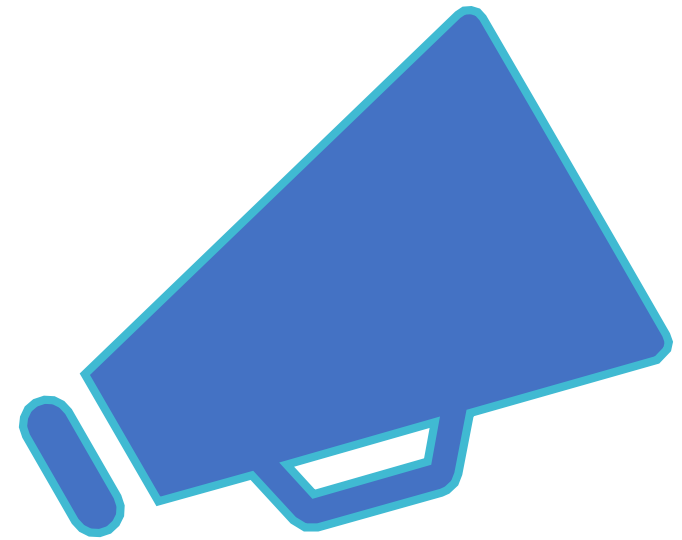


Board Responsibilities re: Ambassadorship

- Promote the mission, vision, goals and initiatives of the Synagogue.
- Understand the Synagogue's offerings – programs, services, events, lifecycle etc.
- Serve as an effective ambassador and advocate for the Synagogue to the public.
- Help the Synagogue raise the funds it needs to further its mission by actively engaging in fundraising.

Tools for Ambassadors

- Elevator pitch
- Stories (personal and organizational)
- Conversation starters/talking points
- Opportunities for involvement
- Collateral
 - Newsletters
 - Website
 - Active social media channels
- Other?



Tools for Engagement

What's
Your
Story?

ELEVATOR
↓↑
 **PITCH**



Elevator Pitch

- You're on an elevator with Julian Edelman. He sees your synagogue's swag and asks about it.
- Don't recite your mission – but give a snapshot of your synagogue. Why do you value being part of the community?
- Be passionate!
- Remember – it's not the elevator in the Empire State Building. Short and sweet!



Tools for Ambassadors – Your Story

- Why do you care enough to be involved with your synagogue?
- What is the synagogue's shared purpose? What is the impact?
- What can the listener do now? Why attend a service, program or event, or volunteer, or support the synagogue, or join the committee?

Conversation Starters

- Covid response
- Special or new programs or initiatives
- Impressive facts, figures, accomplishments etc.
- Clergy or staff news
- Other?

Opportunities for Involvement

- Come to services, programs or events
- Meet with the Clergy
- Meet with members who share interests
- Volunteer
- Join a Committee, Task Force or Working Group
- Board service
- Other?



NEWSLETTER



WEBSITE



SOCIAL MEDIA

Collateral

Poll

- Which social media sites do you personally use?
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - TikTok
 - Snapchat
 - LinkedIn



Social Media

Being Social Media Ambassadors

- Follow
- Like
- Comment
- Share on Your Personal Feed
- Share to Groups
- Share with Friends and Influencers



Influencers



Identify active social influencers in your communities



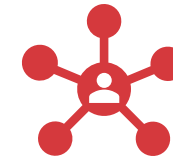
Ask them to be social ambassadors



Create platform specific, ready to share posts



Activate influencers



You can also help to create influencers with training!

Things to Do Individually

- Show up at virtual and in-person events, services and programs
- Invite friends and others to join you
- Follow-up after the event, service or programs
- Interface with new and current members and volunteers
- Connect and introduce people to each other
- Share your story and learn other people's stories
- Follow the on social media and ask everyone in your network to do the same
- Share your posts on social media
- Add your board service to your LinkedIn profile and bio
- Forward sermons or articles to interested "friends"
- Represent your synagogue in other circles and community events. Wear swag!
- Share information about prospective members and donors with the clergy and staff to foster building relationships

Event or Program Full Credit Ambassadorship Example

- See information in newsletter/sign up
- Post on social media
- Call connectors
- Email someone who you know that is thinking of coming & invite them to go with you
- Post reminder days before on social media
- Send text to connectors
- Arrange to come with someone you invite
- Come and “check in”
- Talk to new people
- Post pictures
- Post and tag more pictures and “review” event
- Follow-up with people
- Thank connectors
- Give feedback internally about prospects and suggest next steps

Who Organizes This Work

- VP of Board
- Welcoming Committee
- Membership Committee
- Marketing Committee
- Development Committee
- Governance/Leadership Development Committee
- Task Force
- Other?

Tracking Ambassadorship

- Using your CRM or even an excel sheet
- Who
 - Organizations and Key Contacts
 - Influencers
 - Potential Members
 - Potential Volunteers
 - Potential Board Members
 - Later – Donors and Prospects
- What
 - Contact information
 - Contact Reports

What Organizations Need to Be Strong & Sustainable

Members
Participants
Volunteers

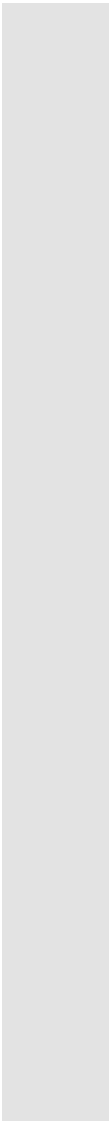
Ambassadors
Fundraisers

Cultivators
Solicitors
Stewards

Donors
Board
Members
Leaders



Takeaways & Declarations

1. How can you enhance your existing ambassador efforts and foster a culture of ambassadorship?
 2. What is one thing you declare to do to build relationships for your synagogue?
- 

A network diagram consisting of numerous small circular nodes connected by thin lines. The nodes are colored in two distinct groups: blue and red. The blue nodes are primarily located on the left side of the image, while the red nodes are concentrated on the right side. A few blue nodes are also interspersed within the red cluster. The connections between nodes are dense and form a complex web. The background is a light blue color with a subtle gradient, and there are some faint, larger-scale network patterns visible in the background.

Q & A

Same Skills, Different Goal

- Being an Ambassador uses many of the same skills as being a Fundraiser
- Both about developing Relationships
- Stay tuned. . .

Synagogue Series

- 1/19 10:30 am – 12 pm **Solicitation Training**
- 2/10 10:30 am – 12 pm **Open Forum OR Collaboration Continuum**



F R I D M A N

STRATEGIES

Nanette Fridman

617-504-4234

Fridmanstrategies@gmail.com

www.FridmanStrategies.com

PLAN TO SUCCEED