



## **Ferrington Cares Ambassadors Program**

Revised January 2022

### **Purpose of the Ambassadors Program:**

We're neighbors helping neighbors live happier, healthier, and safer lives by educating and encouraging them to use the programs and services of Ferrington Cares (FC).

### **Ambassadors' Responsibilities:**

#### **Greet new neighbors within a few weeks of their moving in.**

- Present the FC Welcome Card and a small gift.
- Briefly describe FC services and programs, especially the Vendor List. If possible, demonstrate the FC website to neighbors.
- Ensure that residents have received their *Ferrington Village Directory & Handbook* and direct residents to expanded FC information available there (in 2022 *Directory*, pp 15-16).
- Distribute the new volunteer form and ask neighbors to return completed forms to FC. A member of the communications committee will pick up the forms.

#### **Maintain contact as needed with your neighbors, either through email, phone calls, or personal/group visits.**

- Inform neighbors of new FC programs, with an emphasis on reminding them to check the FC website regularly for news and updates.
- Introduce new neighbors to your neighborhood.

#### **Host small, informal neighborhood get-togethers such as coffees or wine socials at least twice a year, when safe.**

- Invite the FC Executive Director or a board member to meet neighbors and discuss neighbors' reactions to/use of current FC programs and services and their ideas about new programs.
- Introduce neighbors to each other; give neighbors a chance to catch up with each other.

### **How the FC Communications Committee Supports Ambassadors:**

- Provides FC welcome card.
- Provides a small welcome gift. In 2022, this is a 3" round refrigerator magnet.
- Helps the Ambassadors determine their neighborhood reach. In some instances, currently defined neighborhoods are too large for a single Ambassador, so some neighborhoods will require multiple Ambassadors.
- Works with Ambassadors to provide training either through Zoom or in-person meetings.
- Distributes names and addresses of new residents to the appropriate Ambassador.
- Provides monthly information about new FC programs and services via email and directs Ambassadors to the FC website. Communication may be more frequent than once a month, if necessary.
- Provides a volunteer form for new neighbors and current residents.
- Arranges for the Executive Director or a board member to attend Ambassador-hosted informal social gatherings.
- Participates in Ambassador meetings and training sessions.
- Stays abreast of other Village-to-Village ambassador programs through web research.