

Ferrington Cares Ambassadors Program

Revised April 2024

Purpose of the Ambassadors Program:

We're neighbors helping neighbors live happier, healthier, and safer lives by building awareness of the programs and services available through Ferrington Cares and strengthening neighborhood-based social connections.

AMBASSADORS' RESPONSIBILITIES:

Greet new neighbors within a few months of their moving in.

- Send FC an email update on new neighbors to ensure they are in our email list.
- Present the FC welcome gift bag to new neighbors.
- Briefly describe FC services and programs, especially the Vendor List and Aegis services, and if possible, demonstrate the FC website.
- Ensure that residents have received their *Ferrington Village Directory & Handbook* and direct residents to expanded FC information available there (in 2024 *Directory*, pp19-20).

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

- Highlight upcoming programs with monthly personal email messages to neighbors.
- Forward FC highlights emails and promote with a personal note.
- 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 and follow up with them by phone to see if they have any questions.

Host small, informal neighborhood get-togethers such as indoor or outdoor coffees or wine socials if you wish.

- Invite the FC Executive Director or a board member to meet neighbors and discuss neighbors' reactions to/ use of FC programs and services and seek their ideas about new programs.
- Introduce neighbors to each other; give neighbors a chance to catch up with each other.
- Be aware of neighbors' needs – *Are you preparing for surgery? Here's how FC can help.*

Attend Ambassadors meetings 2x/year to share ideas, receive updates about FC and interact with your fellow Ambassadors!