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
In the Chat

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

- ambassador /ˈbæsədər/
  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 Organizations Need to Be Strong & Sustainable

- Members
- Participants
- Volunteers
- Ambassadors
- Friendraisers
- Cultivators
- Solicitors
- Stewards
- Donors
- Board Members
- Leaders
All Require Awareness
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
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?
• 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?
• 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

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- 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?
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