

An ambassador is a person who acts as a representative or promoter of an activity, group, or program.

As an ambassador at Alliance Française Mpls/St Paul, you will choose areas of interest and promotion for your ambassadorship and work with other ambassadors, the Board of Directors, administrative staff, teachers, volunteers, members, and students, to promote and represent Alliance Française Mpls/St Paul and its programs throughout the Twin Cities community.

An Introduction to Being an Ambassador for Alliance Française Mpls/St Paul

Ambassadors for Alliance Française Mpls/St Paul are passionate about all things Alliance Française. Our ambassadors want to share information about everything the Alliance has to offer. These individuals promote events, membership, classes, and more through social media, email communications, word of mouth, and distributing flyers in the community. Ambassadors act as a representative at Alliance Française Mpls/St Paul events and help programs at the Alliance grow. Essentially, our ambassadors are our Alliance Française super-fans!

Areas of Promotion and Interest

• Cultural Events

- Ambassadors with a focus on Cultural Events are passionate about the cultural events that Alliance Française Mpls/St Paul puts together. These ambassadors help promote events through social media, email communications, word of mouth, and distributing flyers in the community. They act as a representative of the Alliance at our cultural events. They will help our Cultural Events Coordinator and Marketing and Membership Coordinator follow-up with attendees to thank them for coming, and invite them to come to other events, and check out our other programs.

• Membership

- Ambassadors focused on membership are able to speak to all of the benefits of being a member of Alliance Française. They help promote membership through social media, email communications, word of mouth, and distributing flyers in the community. They attend meet and greets, or reach out to potential new members to invite them to be a part of the Alliance.

• French Language & Classes

- These Ambassadors are avid speakers of French and have taken classes at the Alliance. They know the types of classes we offer and can speak to what the different types of classes entail for new and returning students. For us, it is a plus if they have had kids take classes at Alliance Française Mpls/St Paul and can talk about kids classes and summer camps in addition to our adult French classes!

• Other

- If there is another area of the Alliance an ambassador is passionate about, they can choose to be an ambassador on behalf of that area. (i.e. La Boutique, internships, cooking classes, gala, Sister City, library, etc.)

Qualities of an Alliance Française Mpls/St Paul Ambassador

- Is a member of Alliance Française Mpls/St Paul.
- Is passionate/enthusiastic about French and Francophone cultures and the programs at Alliance Française Mpls/St Paul.
- Is knowledgeable about the programs that Alliance Française Mpls/St Paul offers.
- Is dedicated to helping Alliance Française Mpls/St Paul with their time and talents.

Adjectives to describe Alliance Française Mpls/St Paul ambassadors:

- Personable
- Knowledgeable
- Encouraging
- Passionate
- Dedicated
- Enthusiastic
- Community-driven
- Philanthropic
- Communicative
- Prompt

Roles of Alliance Française Mpls/St Paul Ambassadors

- **Communication and Promotion**
 - Ambassadors must be willing to help with the communications and promotion of Alliance Française Mpls/St Paul programs through the following mediums:
 - Social Media
 - Emails & Phone calls
 - Word of Mouth
 - Flyer Distribution
 - Meet and Greets
 - Class Visits
 - The Alliance Française Mpls/St Paul Marketing & Membership Coordinator will share materials and language for promoting events, classes, membership, etc. through a Google Drive Folder.
- **Attendance**
 - Ambassadors must be willing to attend Alliance Française Mpls/St Paul's membership and cultural events.
 - At these events, ambassadors will introduce themselves to people they do not know or recognize, building connections with members and non-members.

