



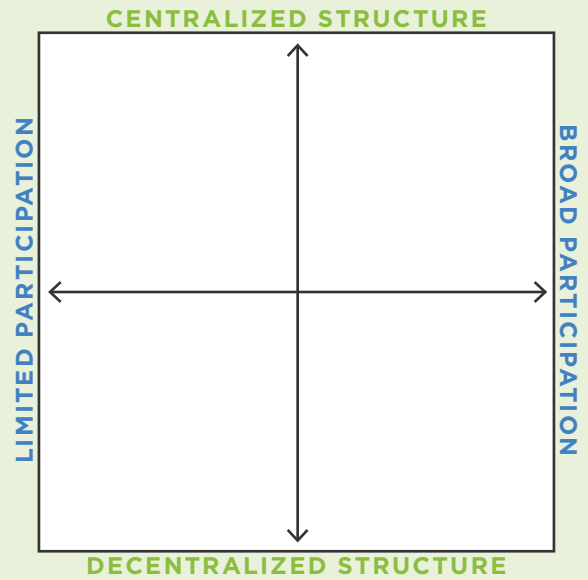
What is your ambassador program's core purpose?

Why do ambassador roles exist in our organization, and what are they designed to enable?

What changes are our ambassadors uniquely positioned to help advance for our company and communities?

Assessment Matrix

Where does your program sit on the assessment matrix ?



Program Goals

In the following sections, outline your goals for employees, the company, and the community. Then, establish key performance indicators (KPIs) to track your progress toward achieving those goals.





Whether you have an ambassador program or are just starting to think about one, chances are you've got amazing employees already acting as champions of service. They might be part of a volunteer council, lead an ERG or be those "super volunteers" who always show up and inspire others to join.

Before you build or expand your network, start by **engaging the people who are already leading the way**. Here's how to do it:

STEP 1: find them

Start by uncovering your existing champions — the people already moving the needle on engagement. Check in with these teams to discover your internal stars:

- ❑ Human Resources
- ❑ Employee/Business Resource Groups
- ❑ Volunteer Councils
- ❑ Internal Communications
- ❑ Regional or Departmental Leads

STEP 2: engage them

Once you find them, take time to understand their experiences and insights through listening sessions. Ask them questions like:

- What motivates you to lead volunteer efforts?
- What are the most valuable skills you've gained through your employee engagement efforts?
- What support or resources would help you be more successful?

STEP 3: learn from them

Capture key insights from listening sessions:

Employees are most engaged when...

Employees feel most supported when...

The biggest challenges employees are facing are...

STEP 4: recognize them

Recognition doesn't have to be big or budget-heavy — it just needs to be **personal and consistent**. Here are some simple ways to celebrate these existing champions:

- Shoutouts in company newsletters or team meetings
- Leadership spotlights or features on internal channels
- Early access to new initiatives or learning opportunities
- Exclusive email signatures that acknowledge their contributions

Points of Light offers our Daily Point of Light award as a free global recognition platform for companies. Scan the QR code or see website for more details.



STEP 5: bring them along

You've found and celebrated your champions — that's the perfect place to start! Use their insights and enthusiasm to **shape what's next** and bring your ambassador program into its next chapter.