

# What does an Ambassador Do?

*Ambassadors are the mechanism to make this happen on the ground. Ambassadors have three key roles:*

- ***Coordinate, Navigate and Communicate***

## Coordinate local partners

- Develop and implement workplan for shared goals
- Achieve on-the-ground projects and results
- Help access tools and resources to support local priorities

## Navigate federal agencies

## Communicate best practices to other locations, nationally

# Benefits of Ambassadors

- Results on the ground (including early wins)
- Make results visible (attracts additional support)
- Overcome barriers (sustained focus)
- Trusted neutral convener (overcome competition)
- Collective impact (“backbone organization”)
- Courting new resources (requires relationships, focus)
  - Authentic community engagement
- Sustained action