

Ambassador Playbook

What is an Ambassador at Handshake America (HA)?

An ambassador at HA is an individual responsible for maintaining and strengthening the line of communication between Handshake America and our School Partners - namely, those to which they are assigned. Performing this organizational function does not require a significant time investment. However, it does serve an essential role in fostering trust from our school partners. As such, we need individuals who can perform this task periodically throughout the year.

What specific functions does an Ambassador perform?

An ambassador's duties include providing program information and relevant updates to schools, sharing School Partner Registration information/link, answering school contacts' questions, and encouraging school contacts to garner student-athlete applications. Each of these duties is conducted with the intention to get a sizable base of applications for next year's class.

Ambassador Functions

What do the program updates look like?

The program updates you send are provided to you by a Handshake America representative - usually as a template for you to copy and paste to your assigned school contacts. Our intention is to make the task seamless, but more notably, for information to consistently arrive from you, the central source. Consistent communication from a familiar party will lend credence to you as a point of contact. We want the school to feel confident that we will yield a positive experience for their student-athletes.

How do I register a school?

The process of school registration is straightforward. You will direct your primary contact to our new **[School Partner Locker Room link](#)** allowing them to "register" their school for the upcoming program year. Registration entails an acknowledgment of the administrator's role in encouraging student-athletes to apply for the upcoming year: to understand the program's purpose, to identify strong candidates, and to communicate information to coaches and student-athletes. It is incumbent upon Handshake America to ensure schools are provided with all the necessary tools to communicate the scholarship and coaching opportunity to their student-athletes.

How do I effectively answer questions?

Your contact will likely have a number of questions about Handshake America. You are the gatekeeper of information and will be tasked with responding to such questions. You are more than welcome to email us regarding proper responses to these inquiries; we do not expect you to know all the nuances of the process. However, you are still encouraged to review the [website material](#). Our website is an essential resource as it covers the most relevant HA subject matter in detail.

What role does an ambassador play in student applications?

If we cannot garner a robust group of applicants, it can undermine the Handshake America student-athlete selection process. Establishing solid rapport with schools is essential to our success in the recruitment of promising student-athletes. Each school will have a designated contact either with whom we have worked in the past or have been in recent contact (mostly new schools in the latter case). You will begin contact with this individual months in advance of our application deadline (two Wednesdays prior to Thanksgiving). We will provide all of the information about the school you need to be successful.

How will Handshake help me accomplish these tasks?

Given that you are serving in a volunteer capacity, we want to ensure your success by providing a manageable number of schools on which to focus your attention. You will be provided with the tools and instructions you need to fulfill this responsibility successfully. Handshake America will assign you to a number of schools in the city/region you are serving as an ambassador. Your assigned school(s) will come with a contact; this contact is with whom you will execute the aforementioned responsibilities.

We will provide the following to accomplish those tasks:

- 1- Updates that need to be sent to schools; you will receive the precise wording to eliminate time spent on email formulation (however, you are free to amend).
- 2- A document with your assigned school contacts & respective info
- 3- A web portal (Ambassadors Room & *new Locker Room*) - which is an all-purpose location for any documents/updates you shall be assigned.
- 4- Ongoing support from the Handshake America team.

Final Thoughts:

We ask that you communicate any conflicts that may impede your ability to complete any assigned tasks. We greatly appreciate your dedication to our mission of coaching gritty student-athletes for success in life!

WELCOME TO THE HANDSHAKE AMERICA TEAM!