

Guidance and
real-world suggestions
from previous
Drink Philly Tap
ambassadors on how to
be a successful program
ambassador.



Tips for Being an Effective Ambassador

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Based on the Drink Philly Tap ambassador program, this project asked the question:

What are the best practices for implementing a successful environmentally-focused ambassador program?

[Take a look at the full guidebook here.](#)

Who better to share tips and advice for future ambassadors than the Drink Philly Tap ambassadors themselves?

Below is a list of top tips for future ambassadors. Most of what's here is what we heard directly from Drink Philly Tap ambassadors in their own words.

Applying to the ambassador program

Find your “why”

Spend some time clarifying why you want to be an ambassador and what will help you to stay motivated when challenges arise.

- “Find a reason you want to do the work besides the money. Connect your passions to the actual project. You will need to tap into that passion when things go wrong. It will motivate you through bad weather and other issues that come up.”

Evaluate whether this role is a good fit for you

- Are you comfortable approaching people and initiating conversation?
- Are you excited to learn more about the topic issue and share what you learn with your community?
- Will you be able to build off of your existing connections and network in your community?
- How can you apply what you learn as an ambassador in your own community?

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*Drink Philly Tap
ambassador*

Training

Trust the training

- ◆ Use the information that is provided. Get to know the information. It will make you feel more confident.
- ◆ Be familiar with the information enough to make it your own and make it fun.
- ◆ Be open to learning new information and educate yourself.



Three Drink Philly Tap ambassadors serving the community at an event in Overbrook, Philadelphia in June 2019.

Many Drink Philly Tap ambassadors worked alongside PWD staff at events, and enjoyed having the ability to tap into partner props, such as the Philly Water Bar. It's a vibrant pop-up, serving tap water with messaging about the benefits of drinking tap while people sample the water.

Partner with fellow ambassadors and other community organizations

- ◆ Try to connect with peers in the program and be open to learning from one another.
- ◆ Seek out ways to work alongside staff from the organization(s) facilitating the ambassador program. Working alongside a seasoned partner and trained staff can reduce misinformation while the ambassadors bring forth their authenticity and local connections to events.
- ◆ Partner with organizations whose services are connected to the topic or issue. For example, one Drink Philly Tap ambassador described an experience partnering with an organization that sold produce: “During interactions with community members, we reflected on how tap water is used to grow fruits and veggies and we used tap water to wash fruits and veggies—it’s all connected.”

Engaging with your community

Be positive

- ◆ Have a positive attitude! People are more receptive to the information if you approach the interaction positively. It can make you more effective.
- ◆ Enjoy yourself—let them know the experience of being in an ambassador program is fun and engaging.

Be yourself

- ◆ Go off script, make it personable, tailor it to what the person might like. Be genuine.
- ◆ Bring your own related experience to make it a true conversation. Do not just share facts and figures. Ease people into the conversation—have a real dialogue.
- ◆ Be comfortable—this will make it a better and more engaging experience.

Be honest

- ◆ Admit if you don't know it, and then look it up or ask a staff representative. This will build rapport and make you seem human. Making sure the information you are sharing is accurate and correct is extremely important to make sure the message is clear and consistent.

Connect, connect, connect

- ◆ Build rapport with everyone—make many connections and relationships with people.
- ◆ Be open to meeting new people and getting to know fellow ambassadors and other community members.

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