

BMW CCA Foundation Ambassador Program

The BMW CCA Foundation is pleased to announce the enhanced version of its Ambassador Program. The objective of this program is to broaden the exposure to the Foundation by leveraging a geographically dispersed network of volunteers. Ambassadors will have a passion for the BMW CCA and for the Foundation, specifically its Street Survival; Library, Archive and Museum; and Conservation and Preservation Programs.

Why is the Foundation launching the Ambassador Program? Since the formation of the BMW CCA Foundation in 2002, the Foundation has been blessed by many volunteers, especially in the growth of its Street Survival Program. With the launch of the Capital Campaign and a focused growth plan in 2013, the need for a broader base of volunteers has become evident. The Foundation has grown well beyond the bandwidth of the Trustees and Staff to take its next major steps in its plan.

As an Ambassador, how can I help? The Foundation is looking for people that are willing to devote their time and effort in supporting and growing its key programs. This includes:

- Being a spokesperson for the Foundation with BMW CCA Chapters and Members
- Supporting the exposure of the Foundation beyond the BMW CCA to BMW Dealers and BMW Related Businesses
- Educating your community on the Street Survival Program, including community organizations (Rotary, Lions, etc) and auto enthusiast organizations (PCA, SCCA, etc).
- Support the Foundation's Capital Campaign

Do I have to do Fund Raising? Only if you want to. But an Ambassador needs to be aware of the Foundation's fund raising goals and identify opportunities for fund raising. Also, an Ambassador needs to be able to articulate the differences between the BMW CCA, a member/dues funded non-profit and the Foundation, a donor funded non-profit.

Will I have tools and training on how to promote the Foundation and its programs? Yes, the Foundation recognizes that a certain amount of confusion about the BMW CCA and the Foundation exists in the BMW CCA community. The Foundation is developing a set of talking points and FAQs to support the efforts of the Ambassadors. There will also be on-going communication to the Ambassadors on the progress of the Foundation's programs.

Still Interested? The next 2 pages is a more detailed description of the Ambassador role. If you would like to be an Ambassador or learn more about the program, please contact Mike Ura at mike.ura@bmwccafoundation.org

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Objective of the Program

- The BMW CCA Foundation Ambassador Program will connect, educate and develop the Foundation's volunteer base by growing and nurturing volunteerism throughout the U.S.
- The goal of the Ambassador Program is to increase awareness and value of the Foundation and its programs across the BMW and auto enthusiast community

Role of a BMW CCA Foundation Ambassador

- Represent the Foundation's Programs, Goals and Vision and how they integrate with the BMW CCA
- Connect with volunteers and seek prospective volunteers in your area
- Represent the Foundation at local and national events
- Provide feedback to the Foundation staff and leadership on how to improve the Foundation and the Ambassador Program

Qualifications to be a BMW CCA Ambassador

- Be well-versed in all programs and elements of the Foundation
- Possess good communication skills and interpersonal skills
- Be a member in good standing of the BMW CCA

The Foundation's Expectations of an Ambassador

- Willing to expand knowledge about the Foundation's programs and services
- Understand the Foundation's bylaws, business plan and communication plan
- Have your contact information available on the Foundation website
- Maintain regular contact with Foundation's staff and leadership
- Willing to grow the volunteer base
- Provide a quarterly activity report which include the following:
 - Major accomplishments for the quarter
 - Suggest how to improve/grow the Ambassador program

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What Does the Ambassador Need to Know?

- The Foundation's mission and vision and its strategic plan
- The BMW CCA mission and vision and how it integrates with the Foundation
- Be familiar with all Foundation programs, services, policies and procedures
- Be familiar with the Foundation's governance structure and leadership

What Will the Foundation Provide to Ambassadors?

- Recognition as a BMW CCA Foundation Ambassador in the Foundation Office, Newsletter, Website and at Events
- Foundation business cards
- Training materials (i.e. PowerPoint presentations)
- Promotional materials

How will the program be funded?

- The Ambassador will serve in a volunteer capacity.
- The Foundation will pay all shipping costs associated with delivery of promotional materials to the Ambassador, and charges associated with stationery, envelopes and business cards (within a specified budget)
- Pre-Approved travel expenses to support events and Foundation Programs

