Neighborhood Ambassador Program for engaging renters & multi-family dwellers

An Ambassador Program (like Community Connectors) uses ambassadors to spread news and generate excitement and engagement. This can be a successful approach for reaching renters and multi-family dwellers.

Program components

- **Public commitment** – share your commitment publicly with a group
- **Modeling** – model behavior and actions you seek from others (e.g., Leave No Trace, charismatic leaders say “I do this...” and they show and share their passion)
- **Monthly education**

Program best practices

- **Step 1: ID existing neighborhood networks** – What networks exist, and which are we not a part of (e.g., schools, churches, dog parks, sport/recreation programs, apartment complexes)?
- **Step 2: Determine where the networks connect** - Where do neighbors naturally gather? Where do they socialize and network with each other? Where are there intersections across these?
- **Step 3: Determine barriers and opportunities** – Barriers may be lack of awareness, language, inconvenience, lack of time. Opportunities could be social benefits, environmental impacts, leadership. Think about how you design the program in ways to cultivate other benefits, such as an opportunity for people to gain skills in leadership, expand social networks.
- **Step 4: ID strategies for connecting with new networks** – Examples include casual conversations, events, newsletters. Tailor the message to the specific network/community, addressing unique barriers, benefits, and values, as well as literacy level and language. Make it personal (e.g., personalized information about their building) and specific (e.g., specific behavioral changes desired).
- **Step 5: Leaders recruit their peers** – This refers to peer-to-peer connections for recruitment. E.g., rather than a nonprofit leader recruiting people who they’ve never met from these networks, people who are IN the networks are doing the recruiting – think neighbors recruiting neighbors, tennis partners recruiting tennis partners, etc.