

## What is the role of an NFA Alumni Ambassador?

NFA Alumni Ambassadors share key messages with their social networks to promote the alumni engagement efforts of the NFA Foundation.

We are actively recruiting social media volunteers who can help us reach alumni and friends of the Academy who are online. Your testimony is one of the most powerful assets we have as an institution, and we hope you will lend us your talents and influence by becoming an Alumni Ambassador. Ambassadors will work with the Foundation team to help spread the news of positive stories, exciting events, and important giving opportunities here on campus.

We ask our Alumni Ambassadors to agree to the following:

- Join the NFA Alumni Facebook pages and follow NFA on other social media platforms including NFA Connect, Twitter and Instagram
- Invite their friends and family to join our groups and pages if they have an active interest or investment in NFA
- To contribute positive messages and conversation to those sites and interact regularly with content through liking and sharing, as they feel comfortable
- Post photos or content from alumni events and encourage others to do the same
- Understand and educate peers about the Foundation in regards to events and annual giving in a manner that makes each one feel they are important to the continued success of NFA
- Provide special support through shares and personal posts throughout the year – Legacy Day (May 5), Homecoming Weekend (October) Giving Tuesday (week after Thanksgiving), and your Reunion Weekend

Ambassadors are essential to the Foundation during and leading up to two major events: Legacy Day and Giving Tuesday. During these seasons, our volunteers will receive emails with pre-written posts and other content which can be modified as they see fit. We want the messages to sound personal – but we also want this volunteer experience to be as easy and positive as possible!

If you have any questions about the program, feel free to contact:

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