**Shelter Ambassador Training**

* What is a Shelter Ambassador?
* What does a Shelter Ambassador do?
* Do’s and Don’ts of Offsite events:
	+ Do:
		- Watch your assigned animals carefully!
		- Engage the community and tell them about the great things we do
		- Share why you volunteer and why the shelter matters to you
		- Talk about our mission – “We Save Lives”
		- Let visitors know how they can help – volunteer, donate, adopt
	+ Don’t
		- Let your animal wander behind you where you can’t see them
		- Let your animal engage with another animal – setting them up for failure
		- Talk about euthanasia – if asked, talk about how things have improved
		- Stand back and not talk to visitors
* Key components of an “elevator speech” Passion, Clarity, and Focus
	+ Step 1: Opener – Starts the conversation/states the need
		- Have I mentioned that I volunteer with the FSAS?
		- Are you familiar with the FSAS?
		- Have you heard about the FSAS?
		- Did you realize that there are thousands of homeless pets right here in Sacramento?
	+ Step 2: Mission – Explain what we do and how we help the community
		- Our mission is to Save Lives!
		- We focus on saving homeless animals
		- Our work includes…
		- You may have seen us on TV/newspaper about …
	+ Step 3: Personal Involvement – why do you volunteer?
		- I’ve volunteered here since…
		- I enjoy volunteering here because…
		- I am proud to volunteer here because…
		- I am really excited about this project/program…
		- The reason why I became involved was…
	+ Step 4: Learn More – How can the listener learn more about the shelter?
		- We have a great website [www.sacpetsearch.com](http://www.sacpetsearch.com) where you can learn more
		- If you’d be interested in learning more, I’d be happy to tell you…
		- We have a fantastic Facebook page…
		- We are always looking for volunteers to help us with…
		- Would you be interested in learning more about how you can help?
		- We have this great event coming up – you’re invited!
* Goals of an elevator speech:
	+ Make your audience curious – you want them to leave wondering what they could do for you and what more they can learn about the shelter
	+ Get your audience to discuss the shelter with others
	+ Have an opportunity to revisit the audience to talk about ways they can help