**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