



FLEET FEET FOX VALLEY

AMBASSADOR PROGRAM PHILOSOPHY

Overall Philosophy

- Enhancing and growing our local running and walking communities.
- Offering educational resources and training opportunities to assist members of the community to achieve their fitness goals.

Traits of an Ambassador

- **Personality:** We love to have fun and engage with all community members. Ambassadors should encourage enthusiasm, advocacy for the fitness community, passion for helping to get people to move and help to create a positive culture.
- **Reliability:** There will be opportunities for you to engage in new ways through our activities, but even in a 'volunteer' capacity we will rely on you to be where you say you will be (i.e. expo or BFF fitting).
- **Professionalism:** We expect you to smile, say hello, and invite people to engage with us and with others. Set a good example for people about how to treat other participants, volunteers, etc. You represent the Fleet Feet Brand and all that comes with it so please will act responsibly with your newfound power ☺ . We respect, value, and appreciate diversity in FITness goals and expect you to as well.
- **Special Knowledge/Skills:** Everyone on our team is a contributor in some way. We have an amazing business because of the *people*. You were selected as someone that can enhance peoples' experiences by serving as an extension of our clients' product/brand. If our client is a restaurant chain, perhaps we hire someone who is a foodie or used to work as a waiter. If our client is pushing their mobile app at a technology convention, then we look for people that have previous experience in IT. This may seem like a difficult task, to find the suitable pairing of Brand Ambassador and client, but you'd be surprised.
- **Versatility:** Things always change—opportunities come up, plans shift, we need to be able to be flexible, accommodate, and most importantly...get over it ☺. As a team, we have to be prepared for anything. Go with the flow and it always works out!
- **Pride:** Willingness to proudly wear the FF logo, represent what we believe in, and be proud to be an integral arm of the business.

EXPECTATIONS

You can expect from us:

- Opportunities to engage with the community in new and exciting ways
- Special Perks (early shopping opps, special discounts or event promos –free race entries–,
- Regular communications & involvement with our team

We expect from you:

- Represent the FF Brand when you are out and about;
- Forward our event info along via FB, to groups, etc, use hashtags #fleetfeetfoxvalley, #fleetfeetambassador, #RunFoxValley;
- Be able to talk about our FITlosophy and what we do at a high-level;
- Send people to us! Things might be cheaper online, but we support the community, educate our customers, and keep \$\$ in the local economy;
- Be our eyes and ears out in the community...and let us know when there is something we need to consider; and
- Have fun! Call us any time with questions!!