

From Spark to Movement

How to Build a Thriving Volunteer Ambassador Network

June 26, 2025



AGENDA

→ Introductions

→ Overview

→ Why Volunteer Ambassadors matter

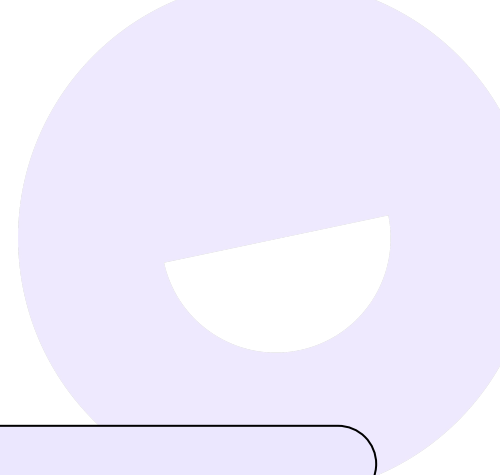
→ How to start a Volunteer Ambassador Program

→ How to keep Volunteer Ambassador's engaged

→ How to grow your Volunteer Ambassador Program

→ How to evaluate and scale the Volunteer Ambassador Engagement

→ Q&A




Meet the Presenters








Stephanie Smith

 Social Impact & Smart Mobility,
Ford Motor Company


 Austin, TX


 **FAVORITE NONPROFIT**
Central Texas Food Bank









Sydney Thompson

 Sr. Partner Success Manager,
Deed


 Calgary, AB


 **FAVORITE NONPROFIT**
Growing Chefs





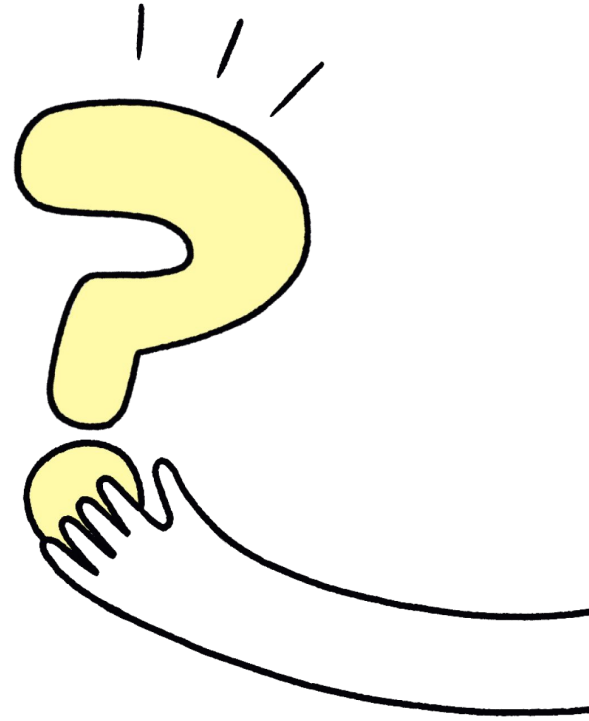
Katie Callahan

 Corporate Social Responsibility
Manager, Corporate Affairs

 Boston, MA

 **FAVORITE NONPROFIT**
Reading Partners

What is a Volunteer Ambassador Program?



Why Volunteer Ambassadors Matter

Volunteer Ambassadors can help you:

Boost engagement through
peer influence

Better understand
local needs

Enhance your brand's authenticity

Scale impact without
scaling staff

Generate storytelling
opportunities

How to start a Volunteer Ambassador Program

Start small, grow naturally

Engage ERGs to identify existing community champions

Use company volunteer events as entry points

Empower Ambassadors to recruit their peers

Tip: Start by recruiting a few passionate employees to test and co-design the Ambassador role before scaling.

How to keep Volunteer Ambassadors engaged

Tips to build a network that lasts

Offer **trainings**

Teach them how to create Deeds, track hours, check in employees to volunteer events

Check in regularly

Give them **autonomy** and **resources**

Reward and recognize their efforts (spotlights, awards, branded swag)

Offer **professional development** opportunities (public speaking, project management, cross-team visibility)

How to grow your Volunteer Ambassador Program

Best practices to grow & scale

Create a formal
application process

Engage existing ambassadors
in recruitment

Work cross-functionally
to promote the program

Highlight employee-led
impact stories

Align roles with business goals
and company culture

How to grow your Volunteer Ambassador Program

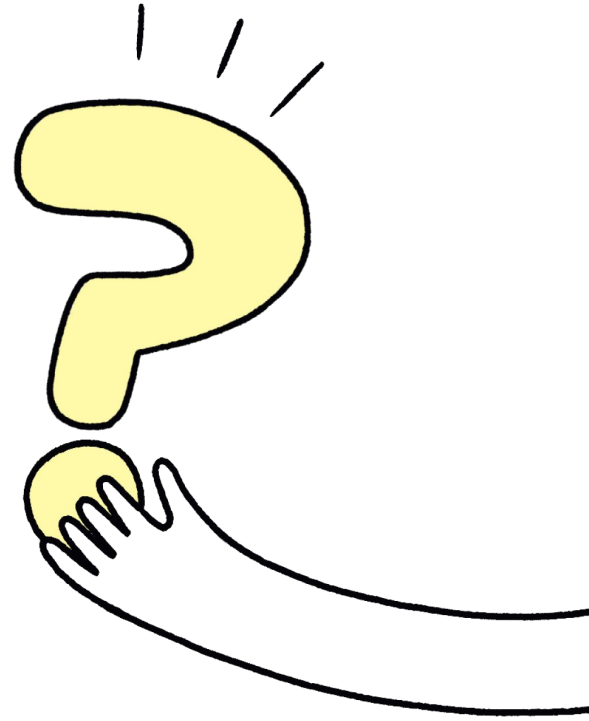
Measure Impact, Gather Feedback, and Grow Together

Track participation

Survey ambassadors

Collaborate and iterate

Questions



THANK YOU!

