



What does an A.K. Guy Award Event Ambassador do?

An Event Ambassador commits to attending the YMCA of Greater Seattle's A.K. Guy Award event being held on September 29, 2021, and invites and encourages their colleagues, friends, family, and networks to participate with them. This role is a part of volunteerism that often goes unrecognized but is one of the most vital and important roles you can play as we bring this signature event back to the community in 2021.

In this information age, with so many opportunities to make a difference, your personal outreach and invitation to make a difference will help activate volunteers and have an exponential impact for families and kids who need us the most.

How to become an Event Ambassador and next steps:

1. **Register** and commit to attend the A.K. Guy Award event. When you register, select the option to "Become an Event Ambassador".
2. **Invite and Activate Others:** Develop your personal "Top 40" list & invite others to attend using the attached email sample. Remind them to insert your name as their Event Ambassador when they register. The Y will update you weekly on new registrations under your name.
3. **Remind & Encourage Guests:** Follow up with your registered guests the week of September 20th and September 27th to encourage attendance and answer any questions they may.
4. **Post on social media:** Help build the excitement leading up to the event by posting on your social media. Suggestions include:
 - a. [Share this YMCA of Greater Seattle Post](#) or our [Facebook event page](#)
 - b. Tag your friends with a personal social invite
 - c. Tag @YMCASeattle
 - d. Use Hashtags #AKGUY21 #Volunteerism
5. **Plan for the Event:** Consider ways to engage your guests in conversation, advocacy, and future volunteerism. Two options are available based on health guidelines in place at this time.
 - a. **Zoom Breakout Room:** The evening includes scheduled time for both pre- and post-event virtual breakouts for you and up to 50 guests to gather in your own Zoom meeting space. We will include a Y staff member who will serve as your virtual room host to help with any program or technical questions that may come up.
 - b. **In-Person Family Gathering Option:** Consider ways to bring together a small group of family and close friends by hosting a **COVID-compliant** viewing and activation gathering to learn about challenges facing community, celebrate volunteerism, and enjoy the event together.
6. **Thank your guests:** Send a post-event follow up message linking ways your guests can engage, advocate, and volunteer in support of our work to support youth and families.

7. **Follow up Engagement Ideas:** The event will include volunteer opportunities and ways to get engaged in the work post-event. Keep the momentum going by inviting others to join you in a volunteer activity, tour of a Y program in action, or activate an idea inspired during the program. Volunteer activities and events info coming soon!

Learn more about the A.K. Guy Award event and this year's powerful program and engagement activities [on our website](#). Please direct any further questions to events@seattlymca.org and a Y team member will be in touch shortly. Thank you for being part of the team. We can't wait to see you in September.

In Gratitude and Community,

YMCA of Greater Seattle