



©WSB Inc. / Enrique Leon

Guide to working with Scout Ambassadors



SCOUTS[®]
Creating a Better World

PARTNERSHIPS



SCOUTS[®]
Creating a Better World

© World Scout Bureau Inc.
PARTNERSHIPS
November 2020

World Scout Bureau
Global Support Centre
Kuala Lumpur

Suite 3, Level 17
Menara Sentral Vista
150 Jalan Sultan Abdul Samad
Brickfields
50470 Kuala Lumpur, MALAYSIA

Tel.: + 60 3 2276 9000
Fax: + 60 3 2276 9089

worldbureau@scout.org
scout.org

Reproduction is authorised to National Scout
Organizations and Associations which are
members of the World Organization of the Scout Movement.
Credit for the source must be given.

The production of this document was made possible thanks
to the Communications and Partnerships Work Stream of the
2017-2020 World Scout Committee. Their contribution to the
development of this resource is deeply appreciated.

Photos By: bromleytimes, Scouts.org.uk, geoff pugh/daily
telegraph, steve bird/scout association, www.grough.co.uk,
alchetron.com, escoteirosonline.org.br, Annie Weaver,
Enrique Leon, Jean-Pierre Pouteau, Victor Ortega,
Getty / MUNIR UZ ZAMAN, Garry Knight, Glenn Francis

Guide to working with Scout Ambassadors

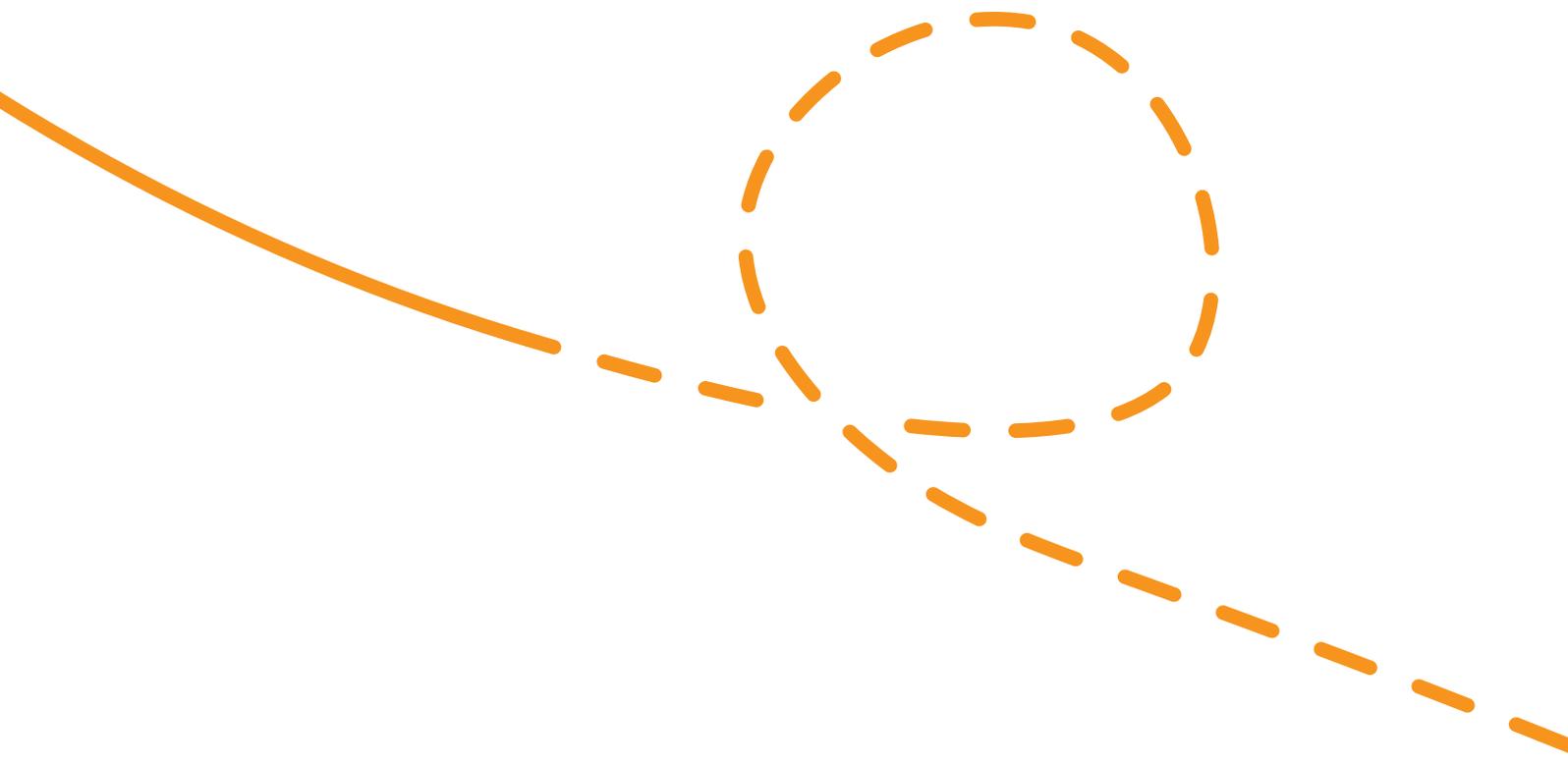






Table of Contents

Introduction	6
What is a Scout Ambassador?	7
Why should you engage a Scout Ambassador?	7
Who to choose as your Scout Ambassador?	9
How to recruit a Scout Ambassador?	11
The role of Scout Ambassadors	13
Sample Terms of Reference for a Scout Ambassador	19
Examples of Scout Ambassadors working with NSOs	21



Introduction

How much time do ambassadors usually commit to a cause?

How do you choose the right celebrity or influencer to be a Scout Ambassador?

Do you need to develop a formal contract to engage someone in an ambassador role?

These are just some questions that National Scout Organizations (NSOs) ask when they think of engaging ambassadors, celebrities or influencers to enhance the profile and recognition of Scouting in their country.

In 2018, the World Organization of the Scout Movement (WOSM) announced Bear Grylls as the Chief Ambassador of World Scouting. The role of the Chief Ambassador of World Scouting is to promote Scouting worldwide, champion youth education, and inspire more adults and young people to join the Scout Movement. By showing up at World Events and taking part in global campaigns, Bear Grylls has enabled more young people to become active citizens and create positive change in their communities. That's the power of a great Scout Ambassador!

For any NSO that is considering working with Scout Ambassadors or developing an effective Scout Ambassador programme, there are a lot of things to take into consideration in terms of planning and activation. This resource provides some guidance around how NSOs can raise the profile of Scouting in their country by working with Scout Ambassadors or implementing a Scout Ambassador programme based on local and national realities.



What is a Scout Ambassador?

A Scout Ambassador is a person with social influence who is recruited formally by an NSO to promote Scouting values and activities with the aim of increasing the profile of Scouting and the work of an NSO with different stakeholders. The Scout Ambassador plays two interconnected roles.

First, an ambassador endorses the work of the NSO by lending their brand, image and influence to promote Scouting. Second, an ambassador uses their various connections and media platforms to raise awareness around NSO campaigns, programmes and outreach activities.

Ambassadors should also reflect the diversity of your organisation and help you reach into new and different communities. It's vital that you have a good mix of diversity among ambassadors so that they complement each other well, and represent different voices, skills, talents and backgrounds.

Why should you engage a Scout Ambassador?

Building brands through ambassadors, celebrities and influencers remains a powerful tool for connecting organisations to their target audience. The choice of a Scout Ambassador is a very important decision for an NSO and must be considered carefully.

Working with a Scout Ambassador has great potential, but also carries some risks. On the one hand, an ambassador can increase the profile and recognition of Scouting. On the other hand, if chosen or managed poorly, engaging an ambassador may negatively impact the image and reputation of the Scout brand, either nationally or internationally.

By adopting the right communications and marketing strategy, an NSO can potentially gain a lot from engaging an ambassador to help increase awareness about Scouting, recruit new members and volunteers, as well as generate positive media coverage.

Ambassadors working with other organizations

UNHCR

Angelina Jolie

After years of dedicated service to UNHCR and the cause of refugees, Angelina Jolie was appointed Special Envoy in April 2012. In her expanded role, Jolie focuses on major crises that result in mass population displacements, undertaking advocacy and representing UNHCR and the High Commissioner at a diplomatic level. She also engages with decision-makers on global displacement issues. Through this work, she has helped contribute to the vital process of finding solutions for people forced to flee their homes.



Instant Network Schools

Mohamed Salah

Footballer Mohamed Salah was named as the first Ambassador for Instant Network Schools which gives young refugees, host communities and their teachers access to digital learning content and the Internet, improving the quality of education in some of the most marginalised communities in Africa.

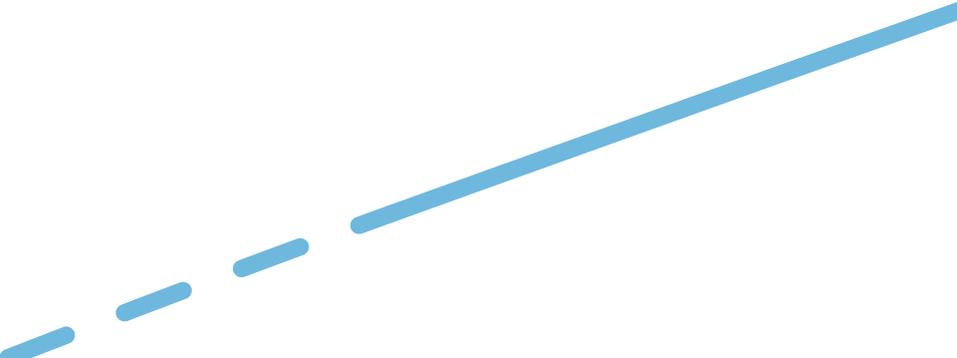


UNICEF

Priyanka Chopra

Priyanka Chopra is one of India's most popular actresses with global following. In 2016, Priyanka was appointed as Global UNICEF Goodwill Ambassador becoming an icon for youth across world, and a strong advocate for children's rights and the education of young women and girls.





Who to choose as your Scout Ambassador?

Ambassadors are well-known personalities who are willing to mobilise support for Scouting and NSO priorities among relevant target audiences in connection with the organisation's mission and vision.

For example, an NSO that aims to increase gender balance among board members, staff and volunteers, may seek to engage a female ambassador with an adventurous profile and an interest in outdoor activities and promoting gender equality.

Scout Ambassadors should be individuals who demonstrate a high level of commitment to the values of Scouting and to the work of your NSO, creating an even greater opportunity to engage key audiences.

Scout Ambassadors tend to be:

- High-profile individuals who support the work of an NSO in transforming the lives of young people.
- Speakers, storytellers and representatives for Scouting that contribute relationships, knowledge, expertise and experience.
- Promoters of Scouting through their public profile and networks, encouraging more people to join, volunteer or support Scouting in various ways.

Scout Ambassadors are chosen because they tend to:

- Demonstrate an active commitment and contribution to Scouting, through ambassadors do not necessarily have to have been Scouts when they were younger.
- Live by and practice the values of Scouting highlighted in the Promise and Law.
- Communicate effectively and passionately about Scouting and the contributions of young people as global citizens.
- Exemplify good citizenship and are passionate, courageous, inspiring, caring, principled, credible, and capable of acting as influential advocates.
- Demonstrate leadership and a willingness to use their profile and networks to promote Scouting.
- Are positive role models for young people and volunteers.
- Appeal to your target audiences or can engage a community that is currently underrepresented in your organisation's membership.



Positive effects of celebrity endorsement

Research into non-profit celebrity endorsement has shown that when people are able to clearly see the authentic and genuine motivation of an ambassador, celebrity or influencer, they are more likely to connect to the cause or brand being promoted.

This positive effect is influenced through:

- *Trusted advice, where an ambassador, celebrity or influencer is a charismatic figure whose ideals and values match those of an organization.*
- *The ambassadors' reach and reputation on social media and their power to influence opinion and attitudes and inspire action.*

Both of these reasons underscore the importance of choosing an ambassador that embodies some of the very best characteristics of your NSO, and the Scout Movement more broadly.

How to recruit a Scout Ambassador?

There are many different ways to identify, select and recruit potential Scout Ambassadors to work with your NSO. Here are a few important steps in the process:

Research and due diligence: This step may be time-consuming, but it is an essential part of the process of identifying and recruiting a Scout Ambassador. Take the time to research all the potential candidates and select the right one using key criteria. When you connect your NSO with an ambassador, celebrity or influencers you are aligning two brands. This always carries a risk, so your NSO should research and weigh the pros and cons of working with such an individual.

Relevance: Many ambassadors, celebrities and influencers wish to associate themselves with causes that they feel are relevant either locally, nationally or internationally. If your ambassador has a genuine interest, passion and motivation to support Scouting then this is a positive sign you have selected the right person for the role. Having a prepared communications package about the impact of Scouting and how your NSO supports the growth, development and leadership skills of young people will make it easier to engage in conversation with potential ambassadors.

Personal connection: Ambassador will be more likely to contribute their support if Scouting has personally affected them, their family, or their friends. In many cases, the strongest and most successful ambassador relationships result from a personal connection to the cause, or if the individual has an emotional connection to Scouting. If this is the case, the messages ambassadors deliver will feel more trustworthy, reliable and credible.

Action plan: It is very important to create an engaging action plan for Scout Ambassadors to contribute in the best way possible. If you know someone that has a connection with Scouting, starting with a small engagement could be a good way to begin a relationship which can lead to larger collaborations. For example, if your NSO is hosting an event or running an online campaign that is planned for later in the year that will require a big commitment, ask your potential ambassador to support a smaller initiative with a quote, photo or show of endorsement on social media. See if your potential ambassador would like to meet young people in the community and use the opportunity to explore larger events or campaigns to get involved. If their time is limited, think about how you can use digital to make the most use of their time, for example by recording and sharing videos on social media, or taking part in events on social media such as a Facebook Live.

Recognition: One way to keep ambassadors, celebrities and influencers engaged is to publicly recognize how their support makes a difference. Involve ambassadors in activities and projects so they can see and experience Scouting for themselves and be advocates for its impact on young people.

Scout Ambassador Checklist

In identifying and choosing a potential Scout Ambassador, here is a selection of good questions to consider asking:

- Does your Scout Ambassador have a Scouting background, or an understanding and affinity for Scouting?
- Does your Scout Ambassador embody, demonstrate and live up to Scouting's values?
- Does your Scout Ambassador have an adventurous spirit and outgoing personality?
- Does your Scout Ambassador have a strong public profile that can generate attention?
- Does your Scout Ambassador reflect the diversity of the Scout Movement in your country and around the world?
- Will your Scout Ambassador appeal to your target audiences (for example parents, young people and potential volunteers)?
- What other brands, causes or organizations is your Scout Ambassador connected to?
- Are there any reputational risks that may be associated with your Scout Ambassador?

Importantly, NSOs should avoid working with any ambassadors, celebrities or influencers that may damage the reputation of Scouting or your organization as a result of illegal, inflammatory, indecent, discriminatory or prejudicial attitudes, behaviors or actions.



The role of Scout Ambassadors

Scout Ambassadors can play all kinds of different roles to help raise the profile and recognition of Scouting. Here are a few of the many ways that Scout Ambassadors can get involved with an NSO:

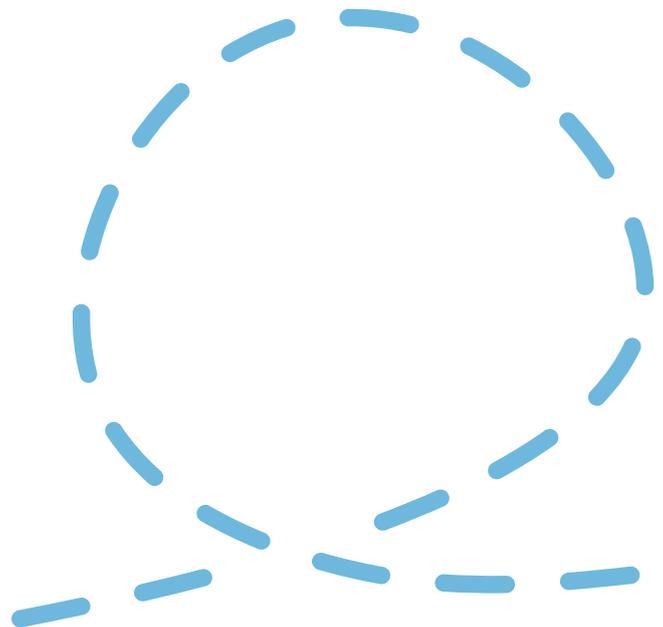
- Advocate for Scouting and causes supported by the NSO.
- Recruit volunteers and young people to get involved in Scouting, and support outreach to parents.
- Raise the profile of Scouting through media appearances and participation in key events.
- Engage in field visits to Scouting programmes or involvement in national Jamborees.
- Engage in online campaigns and promotion through social media and video messages.
- Support fundraising efforts through the Ambassador's networks and relationships.
- Help to influence policy by engaging with politicians and governments.



Building mutually beneficial relationships with Scout Ambassadors

Ambassadors, celebrities and influencers can have very busy schedules and demands, so the time they can offer to support an NSO can often be limited. Therefore, NSO should develop a close working relationship with Ambassadors and the people they work with to manage their schedules and engagements, for example a management team or talent managers. Try to select one key person at your NSO to act as a focal point for all communications and relationship management with your Scout Ambassador.

Working closely with an ambassador will help shape key messaging and develop a shared schedule of opportunities for media appearances or field visits that can help raise the profile of Scouting. Having a communications package about your NSO developed that outlines the mission, vision, key priorities, latest facts and figures, and key messages will help your Ambassador stay on message.



It's vital to stay in touch with your ambassadors, but don't overwhelm them with too much information or too many requests. It's easy to use up their goodwill.

An NSO can provide support to Scout Ambassadors in the following ways:

- Provide regular updates through emails, newsletters and conversations to help the ambassador stay informed about Scouting and its activities.
- Equip ambassadors with key messages and briefing notes for key engagements and events to support them to be prepared to positively promote Scouting.
- Produce key messages, talking points or scripts for media appearances, online campaigns, public service announcements, and event speeches.
- Invite ambassadors to special Scouting events and briefing meetings with NSO leadership and other community stakeholders.
- Providing ambassadors with branded Scout merchandise such as t-shirts, hats, armbands, badges, and pins that can be worn during field visits, events, as well as photo and video opportunities.

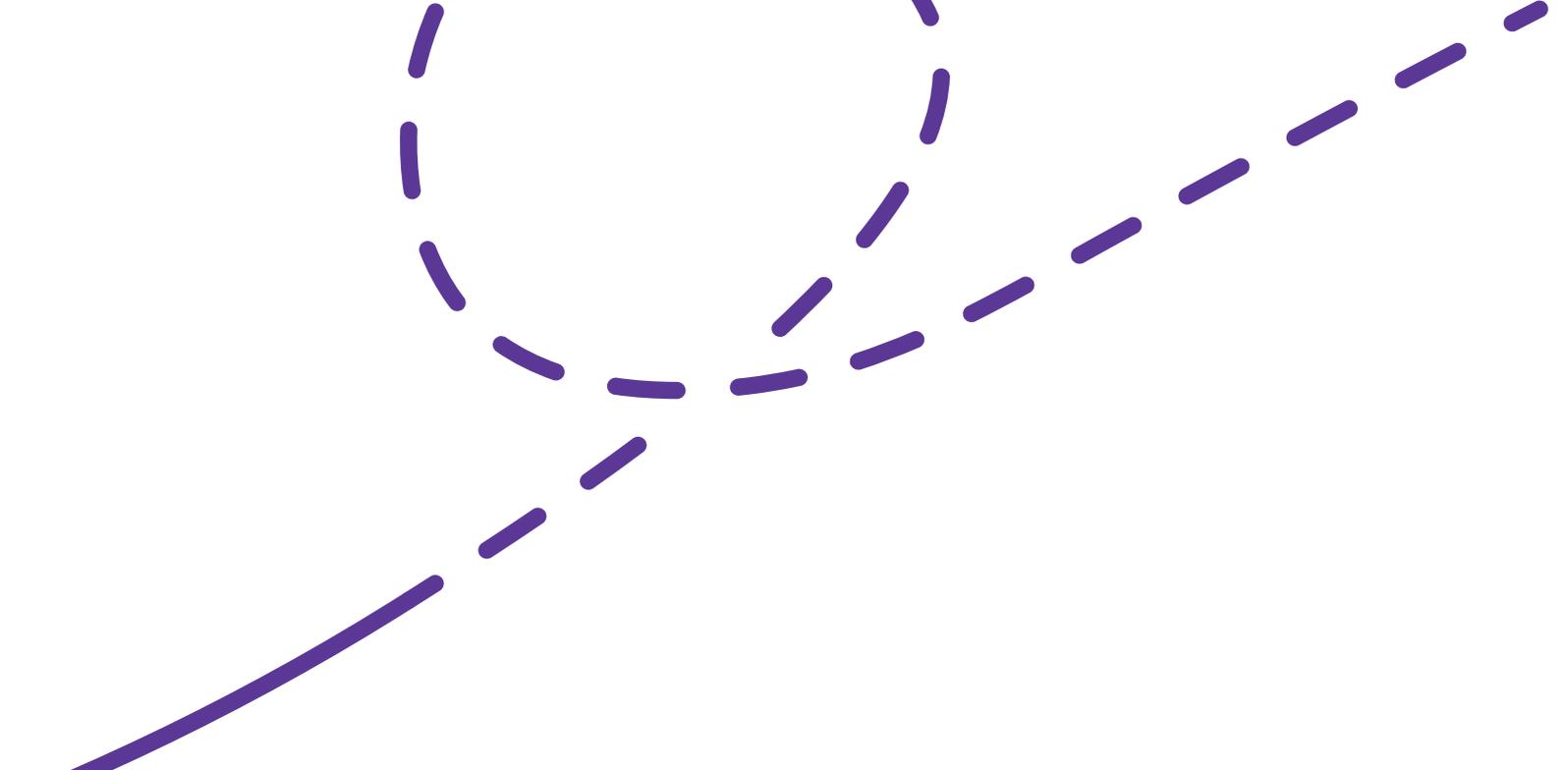
Planning and managing successful events and engagements with Scout Ambassadors

When Scout Ambassadors get involved in field visits or public appearances during events organized by an NSO this can significantly raise the profile of Scouting's work, draw public attention to a specific cause or campaign, and strengthen advocacy and brand awareness.

During such in-person visits, especially when media is invited, it is important to share information and coordinate activities through the communications team of the NSO. Among the many things to consider when inviting ambassadors to make a public appearance are:

- The format and purpose of the event so that you maximize the opportunity.
- Time, date and location which aligns with the ambassador's schedule.
- Logistics and planning to ensure the ambassador's participation is a positive experience.
- Key target audiences, guests and stakeholders that need to be invited.
- Potential media coverage and media relations on-site.
- Outline of the expected role of the Scout Ambassador during the event.
- Background materials such as briefing notes, speeches or talking points to help the ambassador feel prepared.

Think carefully about the impact of each request or engagement. For example an appearance on national TV promoting volunteering opportunities will have a much bigger impact than presenting awards to current members.



To maximise publicity, and NSO will work closely with the ambassador before, during and after the field visit or event to identify key messages and coordinate media relations and publicity. There are several different ways that NSOs can leverage the media to generate coverage and exposure.

One key opportunity is through local and national media. NSOs can use their contacts and relationships locally and nationally to mobilise television, radio and print media in advance or during a visit or event. If relevant, press conferences or media interviews can be arranged with support from an NSO's communications team who will be able to manage media requests and coordinate interviews appropriately. These opportunities can be a great way to highlight Scouting activities or programmes, speak positively about Scouting's impact on young people, and draw attention to the efforts of an NSO in the country or community.

Another opportunity is through digital and social media. NSOs can engage ambassadors through social media via Facebook, Twitter, Instagram or YouTube to share highlights during and after the visit. Other digital media such as livestreaming, online Q&As, podcasts, photos, video, can also be used for storytelling purposes and to engage the ambassador's fan base for greater visibility.

More resources

For more information about working with a Scout Ambassador or implementing a Scout Ambassador programme within your NSO, please request a [partnerships service](#) through WOSM Services, or visit the library to access resources such as ScoutBoom and Representing the Scout Movement.

Sample Letter of Appointment to a Scout Ambassador

Dear [Mr./Ms. _____]

On behalf of our NSO, we are pleased to confirm your appointment and designation as Scout Ambassador.

Your advocacy and work have inspired so many young people, and we are excited by the opportunity to work together to raise the profile of Scouting in our country and communities.

This role of Scout Ambassador is offered to a distinguished individual who reflects the values of Scouting and who has expressed a desire to contribute to furthering the mission, vision and strategic priorities of our NSO, as well as to amplify the messages about its activities to internal and external audiences.

Scouting is the world's leading educational youth movement, engaging millions of young people around the globe to be active citizens who are creating positive changes in their communities. As a Scout Ambassador, we are confident that you will be a strong promoter of Scouting and will use your voice to support our outreach, advocacy and programming activities.

Thank you again for your willingness to serve and for your strong commitment to inspire even more young people and adult volunteers to join our Movement and create a better world!

We look forward to working with you.

Yours sincerely,

Chief Scout or the Chairperson

NSO

Sample Press Release announcing a Scout Ambassador

Bear Grylls appointed as first Chief Ambassador of World Scouting

November 16, 2018

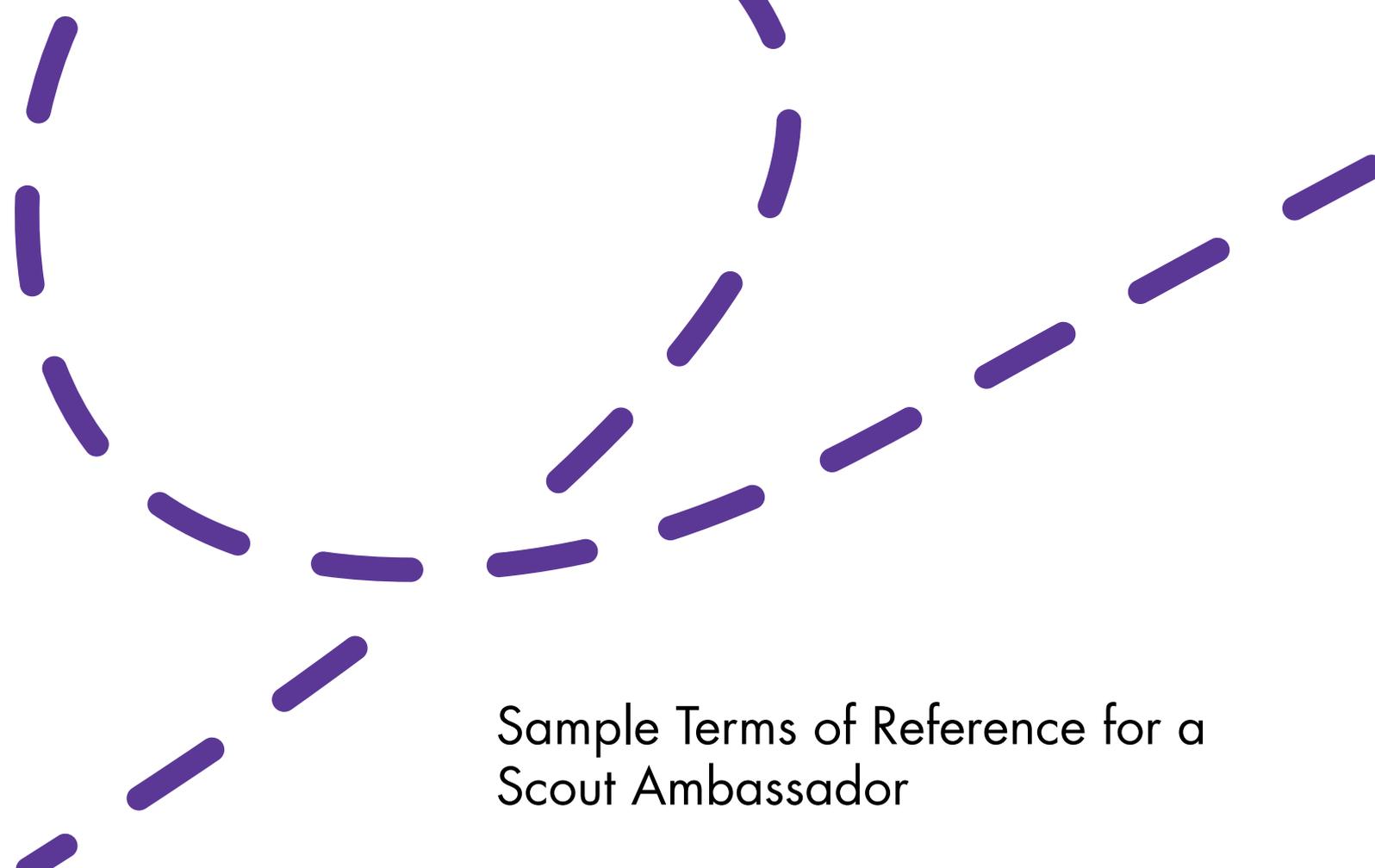
Bear Grylls has been appointed as the first Chief Ambassador of the Scout Movement. Hugely talented and popularly known to millions of people around the world as a global adventurer, inspirational speaker, TV host, and author, Bear is a natural fit for the role as he exemplifies the key values and leadership characteristics of Scouting.

"I'm very proud and humbled to take on this new role as Chief Ambassador of World Scouting and continue to promote the great work Scouting is doing across the globe. Scouting is a worldwide force for good that unites young people with positive values and an adventurous spirit. We aim to make a difference in our communities, help young people learn new skills, and be kind to all people," said Bear.

His lifelong passion for Scouting started from childhood as a Cub Scout and continued as an adult. In 2009, he became the youngest ever Chief Scout in the United Kingdom, leading the way during a period of sustained growth. Through this new volunteer and honorary role, Bear will promote Scouting worldwide, champion youth education, and inspire more adults and young people to join the Scout Movement.

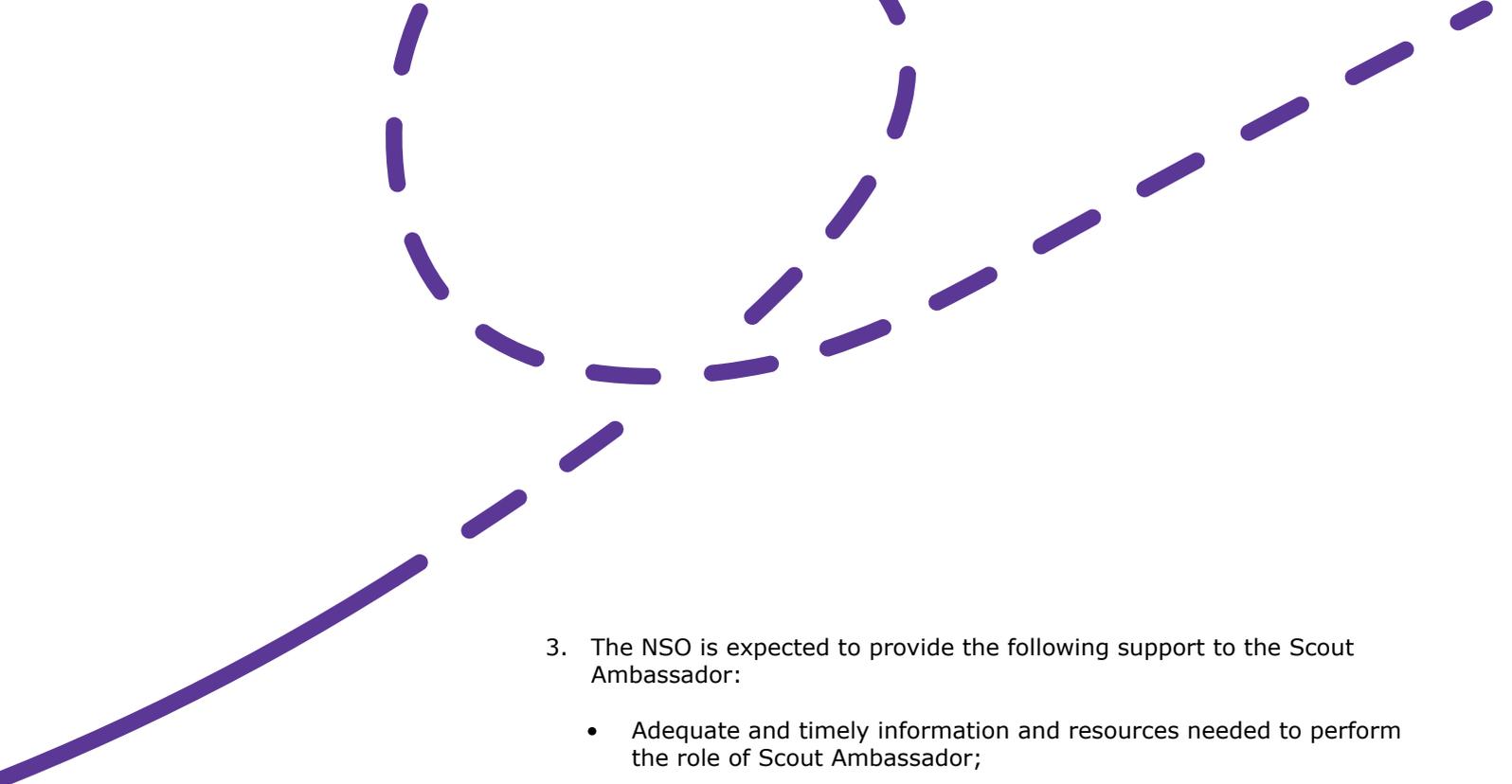
By strengthening growth and investment in Scouting, he will enable more young people to become active citizens and create positive change in their communities. As his first act as Chief Ambassador, Bear was on hand to launch the historic Scouts for SDGs mobilisation at the United Nations headquarters in New York.

Scouts for SDGs is an unprecedented activation of 54 millions Scouts to make the world's largest coordinated youth contribution to the Sustainable Development Goals. To date, Scouts have delivered more than one billion service hours towards community development, quality education, gender equality, climate action, building peace, and more.



Sample Terms of Reference for a Scout Ambassador

1. The Scout Ambassador will serve for a period of XXX years from [DATE] to [DATE], renewable, as stated in the acceptance of the Letter of Designation as Scout Ambassador designated by the Chairperson of NSO's Board and the International Commissioner of the NSO.
2. The role of the Scout Ambassador does not confer any status or rights in relation to the established governance of the NSO as outlined in the organization's constitution. The Scout Ambassador is not a member of the NSO's Board, nor a staff member of the NSO. As a volunteer and an eminent role model, the Scout Ambassador may be expected to:
 - Conduct outreach on behalf of NSO, including visits, personal appearances, and visibility to members, volunteers and employees throughout the country;
 - Conduct media interviews, photographs and video recordings with prior notice and coordination by both parties;
 - Attend selected events and provide materials and quotes for public relations activities outlined in the action plan;
 - Leverage influence and contacts to further NSO's strategic objectives and opening new relationships and opportunities across the country and around the world;
 - Develop an annual workplan and calendar of programme activities and engagements with NSO.
 - Hold an annual briefing and coordination meeting with the Chairperson of the NSO Board and the International Commissioner of NSO;

- 
3. The NSO is expected to provide the following support to the Scout Ambassador:
 - Adequate and timely information and resources needed to perform the role of Scout Ambassador;
 - Free supplies of branded clothing or merchandise for use by the Scout Ambassador;
 - Communications support in collaboration with the Scout Ambassador's team for promotional activities;
 - Request approvals from the Scout Ambassador's team as established in the agreement;
 - Pay or reimburse all reasonable out of pocket expenses, accommodation and travel costs upon prior agreed budget and expenses and submission of allowable receipts;
 - Designate a focal point in the NSO's communications team to liaise with the Scout Ambassador's team;
 - Develop a social media plan and guidelines for leveraging the Scout Ambassador's social platforms and communications channels.
 4. The Scout Ambassador will not be paid a salary.
 5. The Scout Ambassador shall be fully responsible for arranging, at his/her own expense, such life, health and other forms of insurance covering the period of their services on behalf of the NSO, as they consider appropriate. In the event that the Scout Ambassador is required to visit a conflict zone where extra insurance is required, the NSO will cover such extra coverage for the duration of the mission.
 6. Any promotion connected with products, merchandise or other commercial purposes will require the prior consent of the Scout Ambassador's team.
 7. The designation as Scout Ambassador shall be terminated upon the request of the Scout Ambassador with a notice of 90 days or if according to the NSO the Scout Ambassador is unable or unwilling to carry out the role envisaged in the terms of reference attached to the letter of designation, or engages in any activity incompatible with their status or with the purposes and principles of the World Organization of the Scout Movement, or if the termination is in the interest of NSO.
 8. The NSO to be kept informed about work plans and media appearances, ensuring they are fully coordinated with the communications team.

Examples of Scout Ambassadors working with NSOs



Bear Grylls OBE

Bear Grylls was the UK's youngest ever Chief Scout when he was appointed in 2009 at age 34. As the public face of the Scouts in the UK, he has inspired a period of unprecedented growth, helping young people to gain new skills and look to the future with optimism. In 2018, Bear took on the additional role as the first ever Chief Ambassador of World Scouting, responsible for promoting the value of being a Scout to a global audience.



Ellie Simmonds OBE

Swimmer Ellie won two gold medals at the 2008 Beijing Paralympic games, and went on to win again at London 2012 and Rio 2016.

'Young people need positive role models. They also need a safe, nurturing and supportive environment where they can try new things and not be afraid to fail. Scouting is one of those places.'

Ellie Simmonds is a Paralympic swimming champion and one of the UK's most successful athletes.



Tim Peake CMG

Best known for spending 186 days on the International Space Station (ISS), ESA Astronaut Major Tim Peake is also a former Cub Scout and an advocate of the power of Scouting to help young people develop skills for life.

'Scouting set me on the right path at a young age because I loved the outdoors and I loved adventure. It gave me the opportunity to discover new interests, explore new boundaries and build the confidence to achieve new goals.'



Steve Backshall MBE

Naturalist, adventurer and television presenter Steve has travelled the world, and was Scouting's Cubs100 ambassador in 2016.

'I got started as a Cub in 1st Bagshot Scout Group and learnt how to work as part of a team, light fires, canoe and much more. So many of the skills that I use on my expeditions now, I learnt at Cubs.'



Helen Glover MBE

Helen is a two-time Olympic champion and triple World Champion, winning British women's rowing's first ever gold medal at London 2012.

'I was one of the first females in our Cub Scout Pack. It led to a love of the outdoors and really grew my confidence. The confidence that you gain through Scouting is something that you just can't buy.'



Megan Hine

Adventurer and survival expert Megan has guided people through some of the most extreme environments on Earth.

'Scouts help children and young adults find alternative ways in life and help them to think outside of the box. I call on others to volunteer a little time to help young people get the best possible start.'



Julia Bradbury

TV presenter Julia Bradbury, is well known for her love of the outdoors, and has a passion for adventure.

'The Scouts are brilliant as they really give people those opportunities too to experience adventure. For me, the last one is the best, but the great thing is that there is hopefully another one round the corner to top it!'



Ed Stafford

Explorer and former Cub and Scout Ed Stafford is a world record holder for the longest jungle expedition ever undertaken. He is the first man to ever have walked the length of the Amazon River.

'I feel that my love of adventure really came from those first night camps I went on with the Scouts. Getting outdoors was always the best part of Scouting for me.'



Chris Evans

Producer and presenter for TV and radio Chris Evans is the current host of the Breakfast Show on Virgin Radio UK, and a recent recipient of the Scouting Entrepreneur Challenge Award.

'I love the fact that Scouting has gone international. It's brilliant. When we did it, it was always good, but it was a lot more localised, and it seems to have really come into the 21st century, which I think is really important.'



Dwayne Fields

Dwayne Fields is a polar explorer and speaker. Born in Jamaica, he grew up in Hackney, London. He is a passionate advocate for the outdoors and hopes his achievements will inspire young people in inner cities. Dwayne was awarded the Freedom of the City of London in 2013.



Warwick Davis

Actor and director Warwick Davis is a film star, well known for his roles in the Star Wars and Harry Potter Series. He's also a television personality, speaker and writer.

'I have really fond memories of being a Cub Scout. I was particularly proud of being made a sixer. It was such a proud moment for me. I'm really happy now to encourage others to join, learn skills and have the same positive experience. I am grateful for what Scouting did for me.'



Celso Cavallini

A renowned Brazilian adventures and expeditions reporter, Cavallini has more than 20 years of experience in television, reporting for five programmes. He has worked on SporTV, Band, Canal 21, Rede Globo, TV Record and Record International and now works for the National Geographic Channel.



Luis Miranda

Luis Miranda was born on December 15, 1969 in Santo Antônio de Jesus, Bahia, Brazil. He is an actor and writer, known for the films Jean Charles (2009), Geração Brasil (2014) and Carandiru (2003).



SCOUTS[®]
Creating a Better World

© World Scout Bureau Inc.
PARTNERSHIPS
November 2020

World Scout Bureau
Global Support Centre
Kuala Lumpur

Suite 3, Level 17
Menara Sentral Vista
150 Jalan Sultan Abdul Samad
Brickfields
50470 Kuala Lumpur, MALAYSIA

Tel.: + 60 3 2276 9000
Fax: + 60 3 2276 9089

worldbureau@scout.org
scout.org