

APPLICATION PROCESS & CREATIVE AGING AMBASSADOR ROLE

What does it mean to be an NCCA Creative Aging Ambassador?

An Ambassador leads a local chapter of the NCCA. The Ambassador represents his/her city by leading a team and organizing the chapter team with the support of NCCA headquarters in Washington, D.C.

What are the ongoing requirements of an Ambassador?

- Attend a 1-hour team call each month to receive updates from NCCA HQ and provide a short summary of accomplishments and upcoming plans
- Lead team in organizing (minimum) one event per quarter, based on themes and guidelines put forth by NCCA
- Mentor new Ambassadors (up to 2 per year) when called upon by NCCA HQ
- Submit quarterly metrics report (may delegate to team member, but it is the Ambassador's responsibility to ensure it is submitted by deadline).

What are the benefits of being an Ambassador?

First and foremost, there is intrinsic value in being a leader of this social movement. As you know, this is an unpaid position and those that take on this responsibility must be both passionate about the greater National Center for Creative Aging mission and open to volunteering time and talent. Creative Aging Ambassadors may leverage the community, benefit from NCCA brand affiliation (aka – list your role on LinkedIn!) and also receive exclusive access to:

- Discounts and exclusive offers within NCCA (still be developed!)
- The top performing Creative Aging Ambassadors will be invited to NCCA Conference as a VIP –able to experience workshops, mentorship and specialized content.

Can a company apply to run a Chapter?

No, right now National Center for Creative Aging only works with individuals. However, a Chapter can be supported by a company / organization (e.g. committing to long term sponsorship/resources).

Is the Creative Aging Ambassador a paid position?

No, this is a volunteer role. Ambassadors are not employed by the NCCA.

What are the ideal qualities of a Creative Aging Ambassador?

Passionate and knowledgeable about using innovation to improve the life of older adults around the world

- Leadership skills – able to recruit and manage a team of volunteers
- Organized – Willing to follow guidelines, but comfortable working autonomously
- Creative – constantly looking for new solutions
- Entrepreneurial – proactive, nimble and business-minded
- Welcoming – NCCA is an inclusive community that thrives on collaboration
- Responsive – able to communicate quickly and efficiently
- Flexible – NCCA is a startup and as a company, we are constantly iterating and adapting. It's imperative that Ambassadors are open to change and improvement

How long is the commitment?

The Creative Aging Ambassador is 12-month term. However, Ambassadors can renew another year.

What are Ambassadors responsible for?

- Managing the volunteer team
- Communicating with NCCA HQ and then disseminating information to the Chapter team
- Planning events and content
- Securing venues
- Finding a speakers
- Identifying sponsors to fund event costs
- Promotion and marketing for the events
- Serving as the main point of contact for HQ
- Reporting metrics and key information
- Collaborating / Mentoring new Ambassadors

Can there be more than one Chapter per city?

No. If you apply to lead a Chapter in a city that we already have a Chapter in, we will direct you to the existing Ambassador. When their term ends, you may apply to take over as Ambassador in that city.

What types of events can I host?

NCCA Chapters host many different types of events, including but not limited to:

- Networking / Happy Hours
- Speaker and Panel Events
- Lunch and Learn
- Speaker panel
- Workshops

What are the typical roles for a volunteer team?

Every team is different and ultimately the Ambassador can structure the team however they like. Typically, a team consists of:

- Ambassador* – face of the chapter, manager extraordinaire, strong communicator. Only one Ambassador per Chapter is allowed.
- Events* – organization genius, loves logistics, pulls the pieces together behind the scenes to ensure every event is flawlessly run
- Publicity* – gets the word out on social media, master of flyers and promo emails, may even talk to local press about upcoming events
- Photographer / Videographer* – keen ability to capture moments, quick turnaround time, all the best equipment
- Sponsorship lead – comfortable with business development, building relationships, raising sponsorship funds and managing the sponsor payment process
- Arts or Aging Industry Liaison – knows all of the players, loves to schmooze, often brings in sponsorship opportunities
- Academia Liaison – knows the local universities, research and programs that are relevant, is able to connect and promote Chapter activities
- Advisor(s) – high level executives that may not have bandwidth to be involved fully on the Chapter team, but provide strategic counsel periodically