



CHRONIC DISEASE COALITION

AMBASSADOR GUIDELINES

chronicdiseasecoalition.org



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Overview

This document is an overview of the Chronic Disease Coalition's ambassador program. This document includes the organization's commitment to ambassadors, what it means to be a CDC ambassador, benefits to being an ambassador, and more.

Our Commitment to Ambassadors

The Chronic Disease Coalition's ambassador program is one of the core ways our organization engages with and activates chronic disease patients across the country to protect patients' rights'. We value our ambassador's time and commitment to our mission, and we work with them hand in hand to support both the CDC's mission, as well as their individual endeavors.

What does it mean to be a CDC Ambassador?

The Chronic Disease Coalition's ambassadors represent a wide range of chronic health conditions across the country and are working hard to make a difference for patients experiencing similar struggles. As a CDC ambassador, you are representing the organization out in the world and committing to representing the mission of the CDC. You are also part of a chronic community that uplifts, supports and welcomes each other with open arms when you are a CDC ambassador.

Requirements to be a CDC Ambassador

To qualify to be a CDC ambassador, you must be a chronic disease patient and have at least one active advocating channel that is your own. That can be a blog, social media channel or involvement in policy/government affairs.

It is important to us that our ambassadors act as the face of our organization and are able and willing to use their photos and voices to advocate on behalf of others.

If you apply to become an ambassador and are accepted, here are the requirements you must uphold:

✓ CONTENT/ENGAGEMENT REQUIREMENTS

» You must participate in **at least one content and/or engagement opportunity** with CDC as ambassador per quarter.

- This could look like writing a blog post, taking over our social channels, speaking at a webinar, participating in a digital campaign at our request, etc.
- We are very flexible and understanding because we understand life and health comes first. If you can't meet these requirements for a particular quarter, you can always reach out to us and let us know and we will work with you to make it work!

✓ MEETING PARTICIPATION

- » You must show active participation in the ambassador meetings in either attending as many as you can, or by completing actions items shared after meetings.
- » Each quarter we will check in with those who are not participating. If two quarters pass and you are unable to participate (without communicating with us), you may lose your spot in the ambassador program.

Benefits to being a CDC Ambassador

There are many benefits to becoming a CDC ambassador. The CDC is committed to highlighting ambassadors' stories as well as other work they are involved with as it relates to chronic disease rights and empowerment.

In addition, here are some other benefits to becoming an ambassador for the CDC:

- ✓ *Access to learning from leaders of other chronic disease organizations across the country.*
- ✓ *Amplification of ambassadors through our networks, social channels and digital presence.*
- ✓ *The affiliation with a nationally recognized chronic disease patient organization.*

Ambassador Time Commitment

Depending on how much each ambassador volunteers for, an ambassador can expect to spend about 3-5 hours per month working with the CDC.

Our Policies

This section will include our policies on when ambassadors utilize the CDC name, communicate about the CDC online (language best practices similar to the social guidelines) and Tatiana's contact information for any questions or support needed

Please acknowledge that you agree to these guidelines by printing and signing your name below. Please email form to tatiana@chronicdiseasecoalition.org.

PRINTED NAME

SIGNATURE

DATE

