



AMBASSADOR PROGRAM



am-bas-sa-dor /am basedər/

noun: **ambassador**; plural noun: **ambassadors**

- a person who acts as a representative or promoter of a specified activity.

"he is a good ambassador for the industry"



Government Employees' Retirement System of the Virgin Islands



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The **Ambassador Program** is a public education campaign which seeks to keep active and retired members and the public, informed and in receipt of accurate information about the GERS and its initiatives.

Ambassadors are volunteers who will serve as a model of excellence in their sharing of GERS information. They are individuals that are committed, excited and willing to learn and share their knowledge through traditional means such as word-of-mouth and social media. They have the ability to positively influence and engage others while upholding the reputation of the GERS brand.

Ambassador Training Assembly

GERS will host educational sessions to train and equip Ambassadors with the tools necessary to carry out their function. Through these assemblies, Ambassadors will develop as leaders. The dates, times and locations for assemblies will be announced via press release, social media, the GERS website and direct contact.

2019 Assemblies

Orientation: July
Training: October



What Does an Ambassador Do?

- ✚ Assist at GERS sponsored outreach events
- ✚ Make suggestions/recommendations for outreach content
- ✚ Monitor news, air waves, social media for Frequently Asked Questions and issues to help GERS focus its outreach efforts
- ✚ Responsible for educating persons with whom they come in contact regarding GERS issues
- ✚ Provide clarification on the issues

REQUIREMENTS:

- ✚ Must be a member of the retirement system; active or retired.
- ✚ Must have a passion to represent accurate information.
- ✚ Must be willing to work with people from various cultures.
- ✚ Must be open to learning.
- ✚ Must be committed to changing the perception of others as it relates to GERS facts.
- ✚ Must be in support of having the GERS be sustained as a viable part of the Virgin Islands community.

Play a role in educating and empowering your peers, family members, friends and communities.

Sign up to become an **Ambassador today!**

QUESTIONS? CONTACT US:

340-776-7703 | 340-718-5480 | communications@usvigiers.com



"It is our hope that our Ambassador volunteers will take the information given and share it with those around them," said Administrator Nibbs. "Word of mouth is one benefit of living in a small community, so we would like to use that to our advantage by sharing timely, accurate information."