

Drumstick Dash

Ambassador Responsibilities

MUST ATTEND	Kick off April 10th (Time and place TBD) 4 of the 6 monthly zoom meetings (8-8:30pm, last Thursday of May, June July, August, September and October) Fall In-Person Meeting (Time and Location TBD)	DISTRIBUTE
RECRUIT	Required to recruit a minimum of 5 participants. To assist you with this, you will be given a personal \$5 discount code! To help you track your progress, weekly recruitment updates will be posted on the Ambassador Facebook group. Don't forget you can earn Drumstick Dash swag by recruiting!	SHARE
REPRESENT	Be our feet, eyes, and ears in the community, promoting the Drumstick Dash.	BENCHMARKS
	In April, we will give you handouts and QR codes. In September, we will hand out promotional materials for you to distribute in your local area (running stores, gyms, coffee shops, community boards, local races, etc.).	
	Share Drumstick Dash social media posts on Facebook, Twitter, and/or Instagram and/or create your own Drumstick Dash promo posts. Minimum of 2 posts per month. #drumstickdash #moveyourfeetsootherscaneat #wheelermission #thanksgivingday	
	Choose a minimum of 1 opportunity: • Drumstick Dash booth during the Corporate Challenge • Mini Marathon Expo • Indianapolis Monumental Marathon Expo • Drumstick Dash Expo & Packet Pick-Up • Drumstick Dash Race Day • Volunteer to serve at one of Wheeler Mission's sites (visit www.wheelervolunteer.org for locations and available times)	
	By April: All ambassadors have their swag and round 1 of materials By August: Ambassadors recruited a minimum of 2 participants By September: All ambassadors have round 2 of materials By November 25th: Ambassadors have recruited a minimum of 5 participants, and volunteered a minimum of 1 time	

Drumstick Dash

Ambassador Perks

ZOOM CALLS	Monthly zoom calls with event staff to get updates and give feedback	Exclusive facebook group to interact with other ambassadors and staff	FACEBOOK
	Personal bio, photo, and social media links posted on our event website and highlighted on Drumstick Dash social media	Drumstick Dash Ambassador swag	
BIOS	A \$5 discount for anyone registering using your personal referral link	Earn Drumstick Dash swag and other incentives when you reach certain milestones when people use your personal discount code to register.	SWAG
	Free registration code for ambassadors	You will receive a social media tool kit to help you when posting	
DISCOUNT			SOCIAL MEDIA
REGISTRATION			