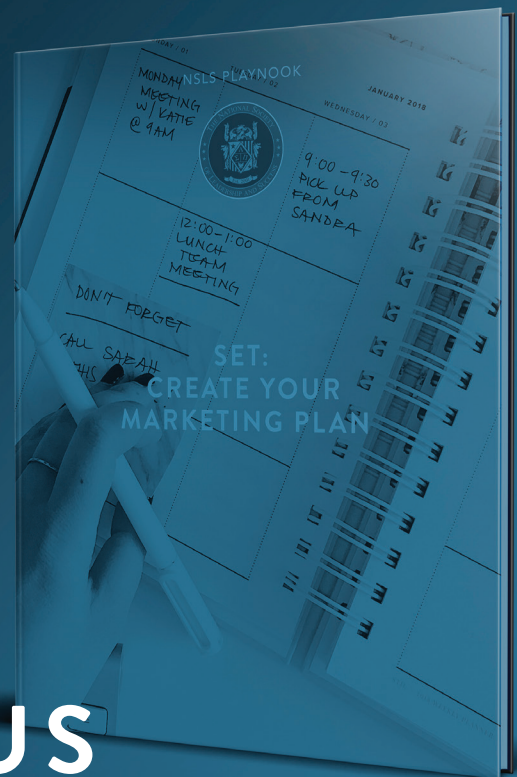
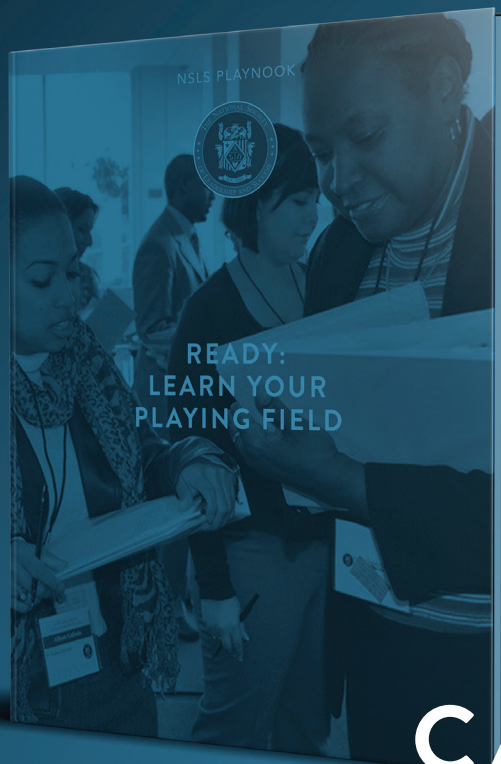
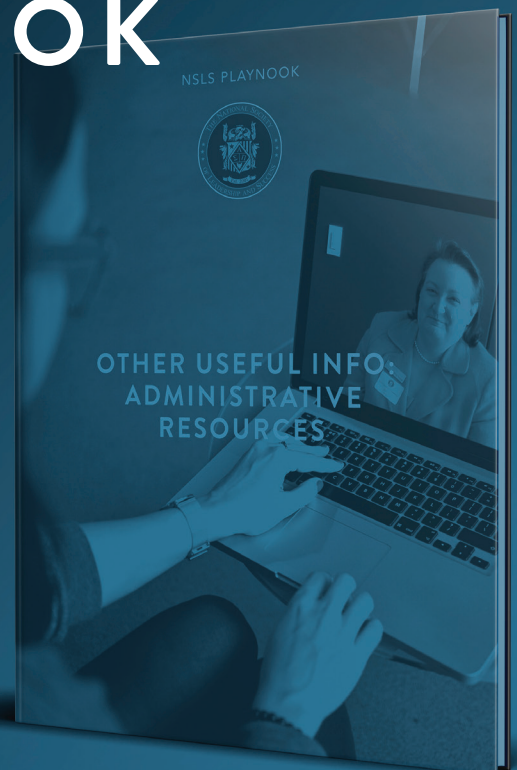
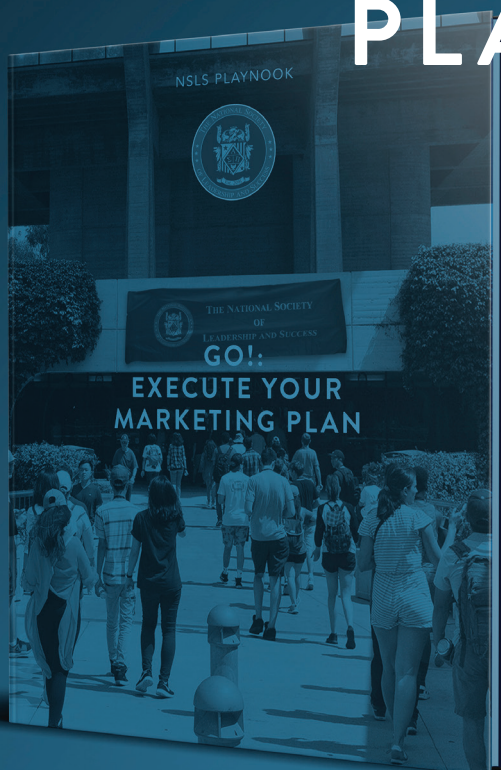




THE NATIONAL SOCIETY OF LEADERSHIP
AND SUCCESS



CAMPUS AMBASSADOR PLAYBOOK





Introduction

Congratulations on becoming an NSLS Campus Ambassador! This playbook will help you achieve your goals of building the NSLS membership and increase awareness of the organization across campus.

Objectives - the “why” behind what we’re doing

- Increase NSLS brand awareness and build local connections.
- Drive leads and membership involvement.

Strategy - we have broken each local marketing strategy into 3 easy-to-follow steps.

- Ready: Understand the opportunity and research how to implement our strategies at your local campus right now.
- Set: Create the plan of attack! Now that you have confirmed a strategy, this is how you get it done. Apply the tactic(s) given to maximize the opportunity.
- Go: Hit the pavement! Here is where to go to access the specific tools and follow the steps to activate your plan.

A few things to keep in mind while utilizing the playbook:

- No two campuses are created equal. Be sure to follow the steps for success so you understand where your opportunities lie and which of the following local strategies will be best to drive your success.
- These strategies consist of best practice guidelines, along with the tools you need to put them into action, in order to meet your objectives.
- It’s important to ensure that any and all new ideas are put through the National Office to ensure we are staying true to who the NSLS is.

We welcome new ideas that prove results and will reissue this playbook each semester! Send your proven strategies and feedback to the National Office via the appropriate submission form in the Ambassador Hub.

NSLS Team

Orgexcellence@nsls.org



CAMPUS AMBASSADOR PLAYBOOK

Click on a link below to find out more



Ready: Learn Your Playing Field

- LEADL Meet NSLS Chapter President/Advisor
- Complete Your Profile
- Complete Your Training
- Kickoff Team Meeting
- Research/Plan Your Opportunities



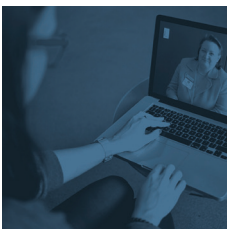
Set: Create Your Marketing Plan

- Understand your calendar & timeline for events/posts
- Social Media
- Giveaway Items & Prizes (gift cards, t-shirts)
- On the ground Marketing
- Shipping Protocol



Go!: Execute Your Marketing Plan

- Event roles & duties
- Day of event checklist
- Event FAQs: Your answers to questions
- Overall Best practices for an engaging event
- Tabling
- Information Sessions
- Raffle guidelines
- Post Event: Now What?



Additional Information

- Role FAQ
- Best practices for working with the National Office
- Weekly meeting expectations
- National Office contact list



READY...

Let's get ready! First, as a Campus Ambassador, you need to understand what opportunities are available to you on your local campus to promote the NSLS brand and drive membership on campus. In this section, we will discuss the early steps you can complete once you've been hired as a Campus Ambassador.

LEAD AMBASSADOR: Meet your Chapter President/Advisor

Campus Ambassadors are not directly part of the executive board. However, it is important to know and communicate with those that lead the chapter on campus. The Lead Campus Ambassadors should book a meeting with the student president, advisor (if engaged), the Chapter Support Manager at the National Office, and the Director of Organizational Excellence within one week of being identified as the Lead Ambassador. In this meeting, you will confirm the process of reserving tables and rooms under the chapter's name as a student organization, including ensuring registration at the student involvement fair.

Step 1: Complete Your Member Profile (within 24 hours)

Please complete your member profile (if you don't already have one). Please log in to www.nsls.org with the login/password you received in a previous email. Once there, make sure your name, mailing address, and t-shirt size are all correct.

Once completed and accuracy confirmed, please email orgexcellence@nsls.org, we can process and mail your welcome kit.



Step 2: Complete Your Training (within 48 hours)

Training is done independently by each ambassador on the team. To access the training go to www.nsls.org:

1. If you aren't in the area titled 'Member Area' navigate to your name at the top right corner of the page and click on it
2. Click MEMBERS AREA
3. Find the section titled 'MY MEMBERSHIP'
4. Click on the icon titled 'ACCESS NSLS COURSES,' on the upper right.
5. Select 'CAMPUS AMBASSADOR TRAINING'

Training can take up to 4 hours and should be completed in the next 1-2 days.

Step 3 - Review the Ambassador Hub

The Ambassador Hub can be found at info.nsls.org/cahub. Each ambassador should understand the items on the Ambassador Hub. This is a page that has everything you need to be successful in your role in it.

The Ambassador Hub is also where you submit your hours to be paid for your work. NSLS will process payment for each ambassador after the invitation deadline for your school. Pay will be made via a check mailed to the address you provided during hiring. Additionally, all bonuses will be mailed if earned no later than 45 days after the invitation deadline.

Step 4 - Team Meeting

We will have our first team meeting to introduce the role and have your immediate questions answered. We will go over a sample calendar of events and the social media strategy. In some instances, due to timing, the team may have met already. These meetings will be recorded. If you missed the team kick-off meeting, connect with your lead ambassador right away to get filled in.

Step 5: Research/Plan Your Opportunities

NSLS is a registered student organization on campus. The Lead Ambassador will have already connected with the Chapter President to ensure when reserve tabling space, we do so through our registered status. To help plan, each ambassador should begin researching the following:



1. **TABLING LOCATIONS** - Identify the best high traffic locations (student union, quad area, etc.) that will be your target areas to table as a team.

Location Tips: Tabling activities work well in places like:

- Student unions
- Transportation lots
- Anywhere campus events are already hosted
- Main thoroughfare to classes or main campus building
- Welcome week/Student Org Fair
- Dorms during move-in days
- Arenas or sports facilities around an event
- 100-level classes
- Career Fair

Highest trafficked space (dining halls before, between, and after classes)

2. **IDENTIFY PARTNER GROUPS/DEPARTMENTS** - Identify key groups to request support in promoting that NSLS invitations have been mailed. Each Ambassador should think of 3-4 other groups or departments/majors on campus for who we could engage.

Example group(s) to network with:

- Student government
- Student involvement office
- Residence Life
- Campus events groups
- Career Services
- School of Business
- Other leadership organizations

3. **IDENTIFY CAMPUS POLICIES** - Research and confirm the campus policy around handing out materials and marketing (chalking/flyering). Clarify and understand all regulations before engaging in these activities. Ensure the National Office knows of your plans. ex: tabling, flyering, chalking, handing out leaflets without a table
4. **IDENTIFY SPECIFIC DAYS AND TIMES** - While we await the final timeline of events for your specific campus, as a team, you should confirm the best times to be in your hotspots, as well as the best days of the week to conduct tabling activities and information sessions. The goal is to be visible to the largest number of students possible with the full Ambassador team present.
5. **RESEARCH THE CAMPUS INVOLVEMENT FAIR** - One of the best ways to be visible is to host a table at the involvement fair. If this event falls during the invitation timeline, confirm all Ambassadors are able to attend and table. Discuss as a team.



Let's get set! This stage begins once NSLS has received the list of NSLS eligible students to invite. This tells us we have 10 days before our first event and social media post. We are going to timeline out our calendar and activities down to the specific date/time for a clean and easy execution plan. Your goal is to apply the tactics given in this portion to maximize the opportunity on your local campus.

Understand and Finalize the Calendar

During training and in the 'Ready' phase, you identified the ideal days, times, and locations for hosting the most successful tabling events and information sessions. The National Office also provided you a schedule of social media posts which you will post from your personal social media accounts. You will use this as your official calendar/job schedule.

We recommend using a Google Calendar to keep track of your events. This way you can invite each Ambassador and any helpers to each and every event, and it is on everyone's calendar. If you've never used Google Calendar before, here's a [guide to getting started](#).



| TIMELINE FROM EVENT | TASK |
|------------------------|--|
| 10 days | Ensure table space is reserved appropriately and all Ambassador team members committed, know the logistics |
| | Confirm with the National Office this is scheduled, so they can mail giveaway items to campus. Confirm shipping address & delivery date for materials to be mailed from the National Office. |
| | Identify the specific marketing tools to drive people to your event/table--what marketing tools will you use? (flyers, chalking, ads on TVs/newsletters) |
| 5 Days | Finalize task list for each Campus Ambassador to conduct marketing leading up to the event and the day of the event (such as chalking, hanging flyers, etc.) |
| | Review all collateral and materials you received from the National Office. |
| | Remind Chapter Leaders (Advisor, President, eboard) of your event details (and if you want them there) |
| | Create a plan for who will pick up and bring the materials and collateral from the mailing location to the event location |
| 3 Days | The marketing plan is implemented (chalking, hanging flyers, social media, etc.) |
| | Prep the Campus Ambassadors for the events coming up for the week (weekly check-in & role assignment session). |
| | Confirm Campus Ambassador team member schedule & responsibilities and plan to get collateral on site. |
| | If possible, collect all collateral and materials from the shipping location (to ensure items are received) |
| 1 Day | Ensure all technology is charged, and working (speaker, personal laptop/ipad). Ensure the Campus Ambassador T-Shirt is clean. |

Social Media - Understand and Schedule

The National Office has an overall social media plan which includes your specific campus plan. You will have the official plan 10 days prior to the invitation mail date. These timelines can vary depending on your specific chapter's invitation timeline. Review and understand each post. Add a reminder to your calendar for each date you are required to post as a part of the strategy.

1. [Here](#) are the official NSLS social media guidelines for posting
2. LEAD AMBASSADOR: If you do not have access to the chapter's social media accounts, please connect with the Chapter President to identify who will be your point of contact to ensure specific details are posted to the chapter's social accounts.



Giveaway & Raffle Items

The National Office will provide all giveaway items. The NSLS will mail the following items to the Lead Ambassador to support all events for the team. There will be multiple boxes shipped.

1. Just For You (each ambassador receives this box):

- 1 Campus Ambassador t-shirt (black)
- 1 Campus Ambassador drawstring bag

2. For the Team (mailed to the Lead):

- 1 banner and stand
- 1 Bluetooth speaker
- 1 tablecloth
- 1 box of sidewalk chalk
- -1 box of name tags

3. For Potential Members (mailed to the Lead):

- 1 package of Pop Sockets
- 1 package of Chapstick
- 1 package of pens
- 1 box of custom new member t-shirts (any student who joins on the spot with you gets a custom NSLS t-shirt)

4. Marketing Items(mailed to the Lead):

- Leaflets & Flyers

CUSTOM T-SHIRTS

Any student who joins NSLS directly with you as an Ambassador at a live event (tabling, info session, etc) will be given a custom NSLS t-shirt. These are reserved for only those students who join directly with you. For students who tell you they joined via social media, they too can get a t-shirt (you can set up a time to meet them on campus).



GIFT CARDS - Raffle

Additionally, the NSLS will be giving away the following gift cards to all students who join directly with the Ambassador team (at an event) or after a social media interaction with an Ambassador. It is the responsibility of the Ambassadors to keep a list of these students' names, email addresses & phone numbers.

1. \$250 gift card raffled off the day after the deadline
2. (2) \$50 gift cards, one per virtual information session raffled off at the end of the info session

NSLS will contact and send the winning students their gift cards.

If you have a connection to a potential partnership for giveaways on campus, please connect with the National Office to discuss the opportunity.

Guerilla Marketing

Marketing (flyers/chalking) should begin at least 3 days before invitations are mailed.

1. Chalking (with approval)
2. Flyers (with approval)
3. Wear NSLS gear
4. Giveaways (pop sockets, pens, chapstick)
5. Handout leaflets

Shipping Protocol

The National Office will ship you the Giveaway Starter Pack, as soon as the timeline of events is scheduled for your campus. Your team will have a variety of inventory to use on campus (pop sockets, pens, etc.). Your goal is to interact and hand out as much inventory as possible.

At the end of each event, you'll want to keep track of if your inventory is depleting to ensure you have enough items for future tabling events. Should you have no giveaway items left, and need to order new items when you are close to running out. To do so, follow the below steps:

1. When you've dipped below 20% of your total inventory, submit the "Materials Request" form in the Ambassador Hub
2. Once the request form has been submitted, you should receive your order in the next 5 business days.



Let's go! Last, as a Campus Ambassador, you're now ready to make an impact! In this section, we're going to review what happens during the invitation cycle specifically. If you follow these steps to activate your plan, you're going to crush it on campus.

Roles and Responsibilities

Define each team member's primary role at each of the activities you are hosting. (example below)

| NAME | ROLE | RESPONSIBILITY |
|---------|----------------------------|---|
| John | Drive traffic to the table | Be away from the table or in front of it getting students to come to the table |
| Jessica | Support joined students | Manage the laptop and ensure as students join their names are added to the raffle give away and are given their t-shirt |
| Reyna | Interact with Students | Engage all students that walk by with opening questions or lines. Answer all questions about NSLS |
| John | Clean Up | Break down the table set up and submit event recap form to National Office |
| Jessica | Table Set-Up | Arrive at the table before the start and begin set up, make sure all necessary documents are on hand and all technology is charged and connected to the internet. |



Day of Event Checklist

It's go time! Here's the checklist of things that need to get done the day of the event.

| HOURS BEFORE EVENT | TASK |
|--------------------|---|
| 3 Hours | Confirm attendance & shifts of Campus Ambassadors working the event |
| | Confirm technology is charged and ready for use |
| 2 Hours | Collect all collateral and materials to bring to the event location with the help of other Campus Ambassadors |
| | Collect all documentation of approvals to have on hand with you (just in case) |
| | Collect all technology to be utilized at the event (computer, iPad, speaker for music, etc.) |
| 1 Hour | Head to the location |
| | Set up the tabling per the tabling guidelines (see below) |
| | Confirm roles and responsibilities for all Ambassadors (see above) |
| Launch Time | Turn on music (Top 40 only), have the Ambassadors drive traffic to get started |
| | Utilize points from script to engage people passing by (see below for options) |
| | SMILE! You're doing it! |

Event FAQs: Answers to the questions you will receive from students

1. What is the NSLS?

The **largest leadership honor society** in the United States. Chapters at over **700 colleges with over 1 million members**.

- Not like other honor societies that give you a ceremony and certificate. We're a **life-changing professional and personal development experience** with access to **exclusive scholarships, benefits, and tools** to support you as you strive toward a successful future.
- Students get selected to join our college based on either academic standing or leadership potential.
- The NSLS mission is to recognize, cultivate, and develop strong leaders, all while making lasting, positive change in the world.

2. What are the benefits of the NSLS?

- Over \$350,000 in scholarships and awards
- Customized letters of recommendation
- Networking opportunities
- Exclusive access to a job bank
- Discounts from partners like Audible, Geico, SoFi, and more



3. What is the cost to join the NSLS?

- A one-time enrollment fee of \$95 to accept your nomination. We have payment plan options available.
- We have a partnership with Aspiration, a socially-conscious financial firm who'll reimburse your \$95 enrollment fee when you open up an account with a minimum deposit of just \$10. So in that case, the **membership is free!**
 - Aspiration plants a tree every time you use their card to make a purchase.

4. How much work is involved?

- Just 4 steps to become fully inducted and for your convenience, a lot of it can be completed on your own time and online.
- The steps include **your Orientation, A Leadership Training Day, watching three of our celebrity Speaker Broadcasts with big names like Anderson Cooper, Barbra Corcoran from Shark Tank, and NFL legend Tiki Barber,**
- ... And lastly participation in **3 Success Networking Team meetings**, where you identify a pretty big goal and work in a group with other members to brainstorm and develop a plan to achieve it.

5. Can I join at a later time -- not during this semester?

- We try to send invitations every semester
- If you don't join now, you **could** get invited again the following year – but there's no guarantee.
- Nominations are based on you **qualifying** for the new semester's criteria, which may vary.
- Members who join this term are entered into a raffle to win a **\$250 visa gift card and receive a custom NSLS t-shirt.**

6. How is NSLS different?

- NSLS is both an honor society and an involvement based leadership program. It is also the only accredited leadership honor society in the country. NSLS is different from other organizations on campus because we complete a leadership program and receive our Foundations of Leadership certificate. Additionally, when you join, you meet other students interested in growing as leaders, each in their own way.

7. What is the refund policy?

- The NSLS offers a full refund within 30 days.



Overall Best Practices for hosting an engaging event

We want to create an engaging event that people can't miss out on! Here are our 10 best practices to create an engaging event:

1. Be proactive and prepared--you "start" before the event starts (If you're not early, you're late)
2. Wear your NSLS branded t-shirt and clean pants. You are representing the NSLS brand. Do so with professionalism, poise, and positivity
3. Have music playing
4. Smile, always smile!
5. Be cognizant of body language (don't cross your arms, don't turn your back to the table)
6. Ask open-ended questions when speaking with students
7. Keep personal conversations to a minimum, focus on engaging students walking by
8. Make sure the table is neat, clean, and presentable. You should have easy access to all materials at all times, and should always have items visible to give away
9. Stay off of your cell phone/put it away
10. Ensure internet access is available and connected
11. Promote the step & repeat photo op, raffle, and giveaways

Tabling

The goal of setting up a table at any event is to provide information about what your organization has to offer through membership opportunities, promotions, professional development, and more. The table set up makes you approachable, and the conversation becomes natural.

HOW TO SET UP YOUR TABLE:

The table set up makes you approachable, and the conversation becomes natural.

- All Campus Ambassadors present
- All "Team" items mailed to you
 - Step & Repeat
 - Banners
 - Small informational cards/leaflets
 - Giveaways items
 - Wireless speaker & ability to play music from it
- Computer with wifi

For advice on the best way to set up your table reach out to the National Office.



ENROLL NEW MEMBERS:

- Have www.nsls.org open on the computer. Have each student enter their own information into the enrollment form on the laptop you have onsite. If it is being used by someone else, guide students on how to sign up via their cell phone.
- Provide the custom NSLS t-shirt to each student that signs up as a member.
- Add the name/contact info of each student who signs up to win the large raffle item.

HAVE STUDENTS RSVP TO AN INFO SESSION

- For students who don't want to join, promote the info session and have them rsvp via the specific link you are provided

Information Session

The goal of hosting information sessions is to provide information about what your organization has to offer through membership opportunities, promotions, showcasing photos or videos, professional development, and more.

VIRTUAL INFORMATION SESSIONS:

The National Office will be hosting 2 virtual information sessions in the week before the invitation deadline (these are listed as part of the "Set" phase calendar).

IN-PERSON INFORMATION SESSIONS:

The National Office will provide you with a format for the information sessions. This can be found on the Ambassador Hub. NSLS will NOT be promoting in-person information sessions for Fall 2020.

What to bring

- All Campus Ambassadors present
- All "Team: items mailed to you
 - Step & Repeat
 - Banners
 - Small informational cards/leaflets
 - Giveaways items
 - Wireless speaker & ability to play music from it
- Computer with wifi



Get Set Up

1. Set up early, including music, food, technology, giveaways
2. Ensure someone is at the door to greet guests, or even outside directing people in
3. Walk attendees to seats towards the front of the room
4. Keep the meeting short (Ideally 15 minutes, max 30 minutes)
5. Rehearse the presentation
6. Host Q&A, but know when to cut off questions that are too detailed.
7. Have a host and a production manager, and a logistics lead

What to do....

- Promote enrolling in NSLS on their cell phone/laptop
- Raffle off products that the National Office has sent to you

What not to do...

- Raffle off anything that is not approved

Raffle Guidelines and Protocol

Large Raffle

- \$250 Visa gift card
- All students who join NSLS at an event or with an Ambassador are entered to win
- How to collect names and process selection:
 - Use a google doc or excel spreadsheet
 - Add a name, phone number, and email address of each student who joins NSLS at all events or after interactions (on social media, etc).
- NSLS National Office will select the winner

Info Session Raffle

- \$50 Visa Gift card
- Attendees submit their name upon entering the session
- NSLS will select the winner



If you host a raffle for giveaway items or items approved by NSLS

- Use a [random select](#) tool to draw the winner at the end of each event.

Raffle follow up protocol

- When a student wins a raffle prize, the lead Campus Ambassador should email/text the winner to connect and request the winner, take a photo of their prize. Then the Ambassadors can post this to social media, and ask the winner to post it on their social media using #theNSLS, #(university name)

Post Event

It's time to wrap things up. Here's a checklist of what needs to be completed post the event.

| HOURS AFTER EVENT | TASK |
|--------------------------------|---|
| Within 30 minutes after event | Clean up the materials - tabling items and collateral |
| | Take inventory to identify if there are any depleted collateral items that you need to re-order |
| | Bring the event materials to their storage location. |
| Within 3 hours after the event | Submit post event recap and all necessary forms to the NSLS team on the Ambassador Hub. |



ADMINISTRATIVE RESOURCES

Campus Ambassador Role FAQs

As the Campus Ambassador what role do I play with the chapter executive board?

The Campus Ambassador position is not part of the executive board.

Who do I report to?

Erica Phelps (ephelps@nsls.org), Director of Organizational Excellence at the National Office.

What is the duration of the role?

The timeframe for the Campus Ambassador is August 1 - October 1. This can be shifted based on the invitation timeline for the chapter.

How long do I hold the position for?

The contracted period which is typically 40 days. There may be an opportunity for the role to extend beyond the first contracted period. That is determined by the National Office.

Can I be both an eboard member and a Campus Ambassador?

Yes!

What are the benefits of being a Campus Ambassador?

Free NSLS membership (Core, Advanced and Executive Leadership Certifications)

Free access to complete 3 credits

Real world experience in marketing, communication, event execution



Can I hold this position multiple times?

The National Office will determine if the position is eligible for extension on each campus. If extended, yes, a Campus Ambassador can come back for multiple seasons.

If I am an ambassador can it lead to an eboard role?

Possibly! Chapters are always looking for great team members to join their executive board.

What is the summary of my job?

The goal of the ambassadors is to bring awareness of NSLS to students on campus through tabling, information sessions, and social media, both personal and other clubs, departments, or offices on campus.

Best Practices for working with the National Office

- Reach out to orgexcellence@nsls.org with any and all questions
- Submit required forms at the completion of each event.
- Submit for all hours using the work submission form on the ambassador hub
- Attend all weekly team meetings prepared with stats, needs, and updates
 - Meetings will be recorded and shared
 - If you are missing a meeting, stats should be submitted prior to meeting start time
- Overshare and always ask questions--we are here to support you in accomplishing your goals

Weekly Team Meeting Format

- All Lead Campus Ambassadors will be responsible to schedule a weekly check in meeting with the national office
- All teams are expected to meet weekly during the invitation timeline
- Lead Ambassadors will be invited participate in weekly national meetings

Contact List

| NATIONAL OFFICE SUPPORT | | | |
|-------------------------|--------------|--|--------------|
| Department | Name | Email | Phone Number |
| Campus Activation | Erica Phelps | ephelps@nsls.org | 601-215-5277 |
| Member Experience | | help@nsls.org | 201-222-6544 |

**This section is reviewed periodically and is subject to change at any time.



Campus Activation Social Media Strategy

Organic Social

Campus ambassadors will actively publish content throughout the invitation cycle. It is encouraged that they use the posting plan customized to their college, and sent to them at the beginning of their Ambassadorship. As a note, ambassadors should update copy to add their own personality and campus lingo.

General Guidelines

- Language
 - Avoid using “join” in referring to accepting an invitation
 - State that nominations are earned and it is an exclusive opportunity to selected students who meet the required criteria
 - Use “the NSLS” and not “the Society”
- Inquiries
 - Respond to all incoming messages and comments within 24 hours
- Organic Posts
 - Campus Ambassadors should post organically in the following places:
 - > Chapter’s NSLS pages
 - > In relevant groups across social media (graduating class, etc) as themselves
- Partner Posts
 - Campus Ambassadors should try to partner with other campus groups/clubs and departments to post on their pages. For example, your campus has an Entrepreneurship club, you could ask the club about featuring an NSLS post on their pages.
 - Campus Ambassadors should reach out to the campus’ main social media account to see if they could post on behalf of the NSLS chapter.
- Social Media events
 - Campus Ambassadors should host an Instagram Live info Session
 - Campus Ambassadors should reach out to campus’ main social media and see if the campus would allow them to host a Q&A on the school’s social media account
- During Tabling & Info Sessions
 - Dedicated posts on Chapter’s wall and in groups to support events.
 - During the events, take pictures and post to Chapter’s wall
- Tagging & Hashtags
 - Always tag the university
 - Always tag the NSLS corporate accounts #thensls, @thensls
 - Always hashtag with the university’s name
 - > Tag #leadership, #universityleadership, #getinvolved
 - If possible, when taking pictures with potential members try to tag them in posts
- Posting Frequency
 - Post 3-5 times per week on Facebook and Instagram pages
 - Twitter, Tik Tok, Snapchat can be used as much as desired