

# ORGANIC AMBASSADOR PROGRAM

## Training

★ Increase knowledge & skills in persuasive communication & marketing to develop clear, consistent & positive messaging on the benefits of Organics.

## Tools

- ★ Infographics
- ★ Frequently Asked Questions (FAQ)
- ★ Presentation Tools
- ★ Media Tools
- ★ Print-Postcard/Bookmark

## G.O.A.L

A network of trained volunteers to represent ACORN & promote organics in their markets, communities & through media.

• Presentations

• Tabling at events

• Organic Week events

• Direct Selling

• Engagement in on-line forums

• Advisors

## On-going Engagement of Ambassadors

• Award Program

• On-line Training Modules

## Future Ideas