

Ambassador Group Guide

Recruitment Process

The EmpowHER Ambassadors were set up to improve and facilitate more youth participation and voice on the EmpowHER programme. The group is peer-led and self-mobilizing with specific youth-decided remit and decision-making power that influences the EmpowHER programme. This allows the programme to be more youth led whilst building the leadership and life skills of the ambassadors.

It is vital that young people are involved at every stage of the programme and setting up an ambassador group is a great way to ensuring young people's voices are heard throughout the programme. With your Ambassador Group, give them enough time and space to provide feedback and make suggestions. Be clear and transparent about the changes that you make in response to their feedback. Make sure they are being reimbursed for their time and give them the option to give as much time as they have. Here are some examples and tips on how to set up your very own Ambassador group.

- ★ Think carefully about who your target audience is - what are the needs of the young people in your area? Are you recruiting young people that are seldom heard from?
- ★ Share the opportunity on social media platforms – what platforms are young people most engaged with?
- ★ Rely on the word of young people – get some young people to invite their peers and get them involved too
- ★ Involve other young people in your recruitment process, even better if these young people already sit on a youth board.
- ★ Offer them options of a recruitment format that is most engaging and appealing. Is it a video? a written application form? Again, involve other young people and give them the opportunity to provide you with feedback.
- ★ Provide an FAQs document for both young people and parents/caregivers
- ★ Give the applicants plenty of time to complete the application – provide them with the option of adding a 'character reference'.
- ★ Tools that can be used to create application forms: Microsoft forms; survey monkey; microsoft word
- ★ Tools that can be used to create a recruitment video: Canva

Selection Process

- ☆ Involve young people in the selection process. Anonymise the applications and have other young people as well as staff members review the applications
- ☆ Bring all people together to select the young people, make sure you send the young people reviewing the applications a clear brief of their role, and keep them informed and updated of all decisions.

Example Induction Call template with selected Ambassadors

- ★ **Intro and Congratulations** – for not only being successful but also applying, this isn't an easy process, and you should be really proud of yourself and your achievements
- ★ Outline of why you are calling and what the call is: Calling as we want to get to know you a bit better before the programme starts, and to find out if there is anything else that we can do to support you. We will be asking you a few questions, you do not need to, or are not expected to answer anything that you don't feel comfortable with, Is that clear/is that ok?
- ★ Try and get to know the young person
- ★ Ask them how their weekend was/if they have any plans for the weekend, try to find out what their hobbies and interests are at this point
- ★ If they're at school, ask them about that, if they're at college or working, ask them about that. What was your favourite part of EmpowHER?
- ★ **Digital Access Needs:** As you would have seen from the application, our programme is going to be based online.
- ★ Find out what their preferred option to join the session is i.e. Microsoft Teams, Google Meets, Zoom
- ★ Try to gauge if the young person has access to a device such as a phone or laptop, if they have good internet connection, earphones with a microphone etc...
- ★ Try to gauge the space that the young person will be joining the session in, remind them the importance of not joining the call in public due to safeguarding purposes. Ask the young person if this is clear?
- ★ Give the young people the option to select their preferred date and time to join the call.
- ★ **Training Opportunities:** We want to ensure that you come out of this programme having gained skills and improved confidence, how do these various training opportunities sound to you? Is there anything that we have missed that you would like to do?
- ★ Any Opportunities separate to the Ambassador Programme:
- ★ Thank the young person, and let them know next steps: There is going to be an induction session on (date). I will send you a calendar invite for this to the email address that you have sent over. This session we are going to have some ice-breakers to give you the opportunity to get to know one another, we will create a code of conduct together, and we will find out what YOU want to get out of the programme.

Example Induction Call template with selected Ambassadors

- ★ Before the programme starts, have 121 phone calls with the young people. This will give them the opportunity to ask you questions, you can find out more what skills they want to gain from the programme and you can find out their accessibility needs. This will enable the young people to make an informed choice about whether they wish to proceed with the programme.
- ★ Make sure the online platform that you are using/ the venue is accessible
- ★ Remind the young people that this is their programme
- ★ Give the young people space to give you feedback – let the young people know what you are doing with that feedback
- ★ Spend a lot of time on team-bonding. Dedicate a large section of the first few sessions with games and ice-breakers.
- ★ At the end of each session ask young people what topics they would like to explore/cover the next week. Encourage them to build their own curriculum
- ★ Make the sessions interactive, think about their different learning styles. Have a mix of activities, group work and individual work, some that enable them to practice their public speaking, others that are more reflective
- ★ Incorporate inspiring speakers and people in careers that the young people are interested (this relevant for those that are 15+years old)
- ★ Always include a break –especially if the young people are meeting online
- ★ Provide incentives to the young people
- ★ Create a personal development plan with the young people exploring what skills they want to gain
- ★ Be flexible and adaptable, always offer opportunities to young people but reassure them it's not compulsory

