



### *What do Ambassadors do?*

The goal of the Voter Ambassador program is to create a network of community volunteers who are equipped to provide resources and information about the upcoming election to their friends, neighbors, and civic circles.

Ambassadors will be trained in election law fundamentals, information about the importance of voting, the specifics of the November 5th General Municipal Election, voting procedures, and the Ranked Choice Voting methodology that will be used this year.

Potential settings ambassadors will be trained to interact in include:

- One-on-one conversations with friends and neighbors -- training will focus on how to talk about the election in informal settings, including how to answer common questions other residents often have.
- Presentations at meetings and events -- a PowerPoint presentation is part of the Ambassador toolkit, and training will focus on how to present that information to a group of residents in a variety of settings, including at regular meetings of various organizations, churches, book clubs, etc. There will be support from the City's Elections Division in identifying venues for these presentations, as well as the opportunity for ambassadors to identify options for additional presentations.
- House parties/informal gatherings - the formal presentation designed for meetings is adaptable for more informal events that may take place and provide an opportunity to talk with residents about the upcoming election.
- Presence at community events - many community events and festivals offer an opportunity to share information with their participants through booths or tabling. Ambassadors will be trained to interact effectively in this environment to share information about the election and answer questions from potential voters, as well as having access to a variety of educational materials that can be shared as part of the toolkit. Where possible, additional integration of this information into an event to support and increase awareness of the booth or table will be pursued.
- Participating in special election-centered events - special events being planned at this time include mock elections to be held in September in multiple areas of the city to provide an additional means of testing the voting equipment, ballot, and educational materials, and a series of "Taste of Minneapolis" events in October throughout different areas to simultaneously draw attention to Ranked Choice Voting and the culinary

offerings found throughout the city. Ambassadors can play a key role in ensuring the success of these events by helping to promote them within the community, and on the day of the events being present to assist in helping residents with questions and information about the election and process.

- Helping potential voters pre-register -- training on how to pre-register voters, including how to talk to potential voters about registering and answer their questions, will be provided so ambassadors are prepared to assist voters one-on-one or in settings that could include registration drives.
- Serving as an election judge - training for ambassadors includes much of the core election judge training. Serving as an election judge on Election Day is a natural extension of the work of an ambassador, and is an opportunity open to all qualified ambassadors.

*What is the time commitment required to be an ambassador?*

The level of commitment involved in being an ambassador can vary based upon the interest and availability of the individual ambassadors. All ambassadors can expect, at a minimum, to participate in an initial training session consisting of two hours of basic information about elections, and to commit to engaging in a minimum number of activities during the summer and fall.

Initial training is required for all ambassadors, and will be offered at multiple times. In addition to face to face training, there may be an opportunity to review the training materials via webcast, serving either as a refresher or for those unable to make an in person class.

After the initial training, additional sessions will be available monthly to provide more in-depth and timely information to ambassadors to assist in their ongoing work. Attendance at these sessions is voluntary, but encouraged. Information will also be shared electronically, including via the website, to ensure it is accessible to all ambassadors.

Completing election judge training is another option for ambassadors. This would be an additional two hour session in September or October to prepare participants to serve as an election judge in a polling place in November.

As noted, there are multiple settings in which ambassadors can help to engage voters. In addition to personal conversations and contacts, all ambassadors are asked to commit to participating in at least three formal activities before Election Day. These activities may be arranged through the City's Elections Division or coordinated by the ambassador themselves, and represent a wide variety of potential days and times to accommodate different schedules. The key is to ensure a level of involvement in the program that will help make sure it is of value to both the individual ambassador and the city's efforts.