



KPhA AMBASSADOR PROGRAM

Membership Matters: To YOU, To YOUR Profession and To YOUR Patients

A KPhA Ambassador is a proactive and outgoing team member responsible for increasing awareness and excitement about the Kentucky Pharmacists Association throughout the pharmacy community. To fulfill this responsibility, a KPhA Ambassador will engage in volunteer activities to:

- ✓ Create awareness of KPhA events.
- ✓ Participate in KPhA meetings to the maximum degree possible.
- ✓ Disseminate information about meetings and promote KPhA with pharmacists, pharmacy technicians, student pharmacists and partners.
- ✓ Serve as liaison between KPhA and pharmacists, pharmacy technicians and student pharmacists to communicate (from the local level: emerging trends, legislative and regulatory issues, discussions with legislators, local news, etc.; and, from the KPhA level: actions taken, formal and informal responses received from the governor/administration, legislature/legislators, legislative successes, KPhA news, etc.).
- ✓ Contact members to encourage them to renew and non-members to encourage them to join (KPhA to provide contact information).

Ambassador Logistics:

- 8+ ambassadors will be selected via application process submitted to the KPhA BOD (see map for designated regions)

Ambassador Requirements:

- Licensed pharmacist in KY for pharmacist engagement
- Student pharmacists (Note: KPhA student representatives from each college also will serve as student KPhA ambassadors.)

- Employed pharmacy technician and member of the KPhA Academy of Technicians for pharmacy technicians
- Serve under appointment of the Membership Engagement Committee for the KPhA Board of Directors.

Ambassador Expectations (Ideas for Success):

- Serve on a voluntary basis.
- Make 10 (minimum) contacts per month.
- Communicate weekly via Regional E-mail List/Listserv to maintain contact with members/nonmembers.
- Provide contact information updates monthly to KPhA staff.
- Provide content for Ambassador Program web page on KPhA website.
- Report monthly feedback/activity of their respective regions to KPhA Membership Engagement Committee (report template provided – to include contact name, address, phone #, fax #, e-mail address, outcome of contact and general feedback re: role and needed resources).
- Participate in KPhA functions to demonstrate active involvement throughout the Association.
- Willing to accept additional responsibilities per the KPhA Board.

Ambassador Criteria

- **Knowledge of KPhA & Appreciation for the Profession of Pharmacy**

Ambassadors should possess a basic understanding of KPhA's mission. Ambassadors must appreciate the importance of authenticity when engaging in community outreach and developing relationships.

- **Establish or Possess an Established Presence Within a Region**

Successful ambassadors need to communicate with as many people as possible, across a variety of channels and platforms. Ambassadors should work toward or have a well-established presence and a highly engaged network.

- **A High Level of Professionalism**

Ambassadors represent KPhA and the profession and will influence how others perceive the organization and its culture.

- **Natural Leadership Skills**

KPhA Ambassadors should be individuals you look to for information. Ambassadors should be knowledgeable experts in their particular region and demonstrate personal qualities, including confidence, a positive outlook and an engaging personality.

- **A Passion for Building and Growing Relationships**

Ambassadors exist to foster strong, loyal relationships between pharmacists and technicians and the organization. Ambassadors should be passionate about and intimately familiar with the services provided by KPhA. They also should be skilled at making deep connections with others on behalf of KPhA.

- **The Ability to Gather Feedback and Provide Innovative Insight**

KPhA Ambassadors will gather feedback based on their experience with pharmacists and technicians, as well as their conversations with patients. This information can provide critical intelligence that helps improve the organization and profession.

Ambassador Program Region Map

