



## GOODWILL AMBASSADOR AWARD NOMINATION ENTRY

See Goodwill Ambassador Award Rules for Further Instructions

(PLEASE TYPE OR PRINT LEGIBLY)

Unit # \_\_\_\_\_

Dept. \_\_\_\_\_

Nominee Information:

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email: \_\_\_\_\_

Member ID#: \_\_\_\_\_ Phone: \_\_\_\_\_

### UNIT AND DEPARTMENT VERIFICATION

I verify that the above is a member in good standing.

Unit Secretary (printed) \_\_\_\_\_ Signature \_\_\_\_\_

Unit Secretary Email \_\_\_\_\_ Phone \_\_\_\_\_

Unit President (printed) \_\_\_\_\_ Signature \_\_\_\_\_

Dept. President (printed) \_\_\_\_\_ Signature \_\_\_\_\_

**Explain in 500 words or less why this member is nominated for the Goodwill Ambassador Award. Attach separate sheet.**

Mail completed entry form with essay to your Department office by **March 1** of the current administrative year.

## GOODWILL AMBASSADOR AWARD RULES

### HOW TO APPLY:

Each unit has a special, hardworking, dedicated Auxiliary member who goes above and beyond expectations to represent her unit well at all events. She is a true example of goodwill to her peers.

Show appreciation by nominating her for the Goodwill Ambassador Award during the current administrative year.

### Rules for selection:

1. Member is at least 18 years old and in good standing.
2. Selection is based on the Goodwill Ambassador model.
3. Your nominee may be a new member.
4. Each unit may submit one entry.
5. The unit will submit their unit member's winning narrative of 500 or fewer words. Consider the following:
  - a. How does the nominee exemplify the mission of *Service Not Self*?
  - b. How does she embrace inclusiveness in her service?
  - c. Describe your nominee's purpose-filled actions, accomplishments, and activities that foster a culture of goodwill.
  - d. How does she inspire positive decision-making that grows the organization?
  - e. Include any other pertinent information.
6. Required unit president and secretary signatures appear on the nomination form. If one of those two is the nominee, a past unit president may sign.
7. Complete the Goodwill Ambassador Award Nomination Entry form and attach the narrative. Your department office must receive it by **March 1** of the current administrative year.
8. The department completes the Goodwill Ambassador Award Scorecard to evaluate Goodwill Ambassador nomination entries received from units to make one department selection. The department selection must be received by national division vice president by **May 1** of the current administrative year.
9. The national division vice president selection must be received by ALA National Headquarters by **June 1** of the current administrative year.

The national president will honor the National Goodwill Ambassador Award recipients at ALA National Convention.

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## GOODWILL AMBASSADOR MODEL

An American Legion Auxiliary Goodwill Ambassador delivers goodwill, promotes ALA ideals, and volunteers their time, talents, and passions to raise awareness of serving veterans.

**Definition of Goodwill:** Goodwill is a kind, helpful, and positive attitude toward others.

### Characteristics of Ambassadors:

1. **Brand Knowledge and Appreciation** Goodwill Ambassadors appreciate the importance of the ALA brand and grasp the role social media plays in today's world.
2. **Established Community Presence** Goodwill Ambassadors are needed for word-of-mouth to be successful and reach as many people as possible throughout their communities. The ALA needs a well-established online and social media presence and engaged network.
3. **High Level of Professionalism** Goodwill Ambassadors represent the ALA, speak well of the organization, and encourage others to check out the Auxiliary's programs and benefits.
4. **Passion for Growing Relationships** Goodwill Ambassadors strive to be:
  - respected for knowledge in particular areas
  - sought-after for recommendations and opinions
  - builders of strong, loyal relationships among members and our brand
  - passionate about and intimately familiar with where to locate information
  - resourceful
  - skilled at making connections with nonmembers on the Auxiliary's behalf
  - confident and positive—traits that draw you in and make you want to listen

### Qualities of a Goodwill Ambassador:

An American Legion Auxiliary Goodwill Ambassador represents the organization in a positive manner to foster good relationships with others. She cares about bringing members, nonmembers, businesses, or other service organizations together. A Goodwill Ambassador demonstrates:

**PROFESSIONALISM**—represents the ALA in a business-like manner

**DECISION-MAKING**—is making choices through compromise and collaboration

**PASSION / POSITIVE ATTITUDE**—is sincere and enthusiastic

**OPENMINDEDNESS / FLEXIBILITY**—accepts ideas of others, able to adapt without conflict

**KNOWLEDGE**—is well-versed in programs, purpose, and policies

**MENTORING**—shares information and knowledge to increase others' strengths and abilities

**INTEGRITY / ETHICS**—exhibits trustworthiness and honesty

**COMMITMENT / DEPENDABILITY**—can be counted on to see through to completion

**LEADERSHIP SKILLS**—is able to handle various situations, including training, mediation, and/or negotiation for desired results

**EFFECTIVE COMMUNICATION/GOOD LISTENING**—is easily understood, uses appropriate language and mannerisms

**LOYALTY**—is true to the cause

**INTEGRATION OF DIVERSE POPULATIONS**—is able to include various cultures, languages, religious affiliations, race, gender, age groups, and education levels