



Board Bits

Engaging Board Directors as
Good Ambassadors

May 21, 2026



Your Facilitator

Desiree Tirk Trainer/Resource Developer - Leadership

- 25 years working in community development in the nonprofit and government sectors
- Experience in facilitation and training, program development, board governance, and research
- Bachelor of Indian Social Work and Bachelor of Arts in Native Studies
- Started with SARC in 2020





Who is SARC?

SARC is a nonprofit association that has over five decades of experience in supporting nonprofits in the areas of training, consulting, services, and leadership. With a membership of approximately 100 community-based organizations, we are committed to providing quality services and training opportunities to our membership and beyond.



What is SARC Learning Central?

SARC Learning Central is the hub for SARC's training and education initiatives. Programs offered through SARC Learning Central focus on strengthening an organization and the quality of services they provide.



SARC Learning Central





Treaty Acknowledgement

SARC and SARCAN Recycling would like to acknowledge that the land on which we operate our business is on Treaty 2, Treaty 4, Treaty 6, and Treaty 10 Territory.



**What is an
Ambassador?**



What is an Ambassador?



“Board members serve as a link between the organization and its members, stakeholders, constituents, and clients and are responsible for educating influencers and the community about the importance of the organization’s work.”

- What Makes An Engaged Board Member, BoardSource



What is an Ambassador?

- Unified voice
- Outline expectations in a Communications or Public Relations Policy



What is an Ambassador?



“By sharing their authentic stories, board members will generate enthusiasm around the organization within the broader community. Often, this initial enthusiasm plants the seeds for future engagement and giving.”

- How To Engage Board Members As Fundraising Ambassadors, Nonprofit Pro



Advocacy and Ambassadorship

“While similar, advocacy and ambassadorship have small points of differentiation.

Ambassadorship typically involves sharing your organization’s mission using your platforms, whether that’s in person or online, as a representative for that nonprofit.

- Advocacy and Ambassadorship,
BoardSource



Advocacy and Ambassadorship

“While similar, advocacy and ambassadorship have small points of differentiation.

Advocacy , likewise, involves using one’s voice to support an organization, but centers around specific causes or policies that you want to create or change to further your nonprofit’s mission.”

- Advocacy and Ambassadorship,
BoardSource



Advocacy and Ambassadorship

- Advocacy helps improve your organization's capacity to deliver services
- Advocacy is an area of partnership between the board and executive director
- Advocacy is more effective as a collective effort and voice



Advocacy and Ambassadorship



“Board members are uniquely positioned to be successful advocates and ambassadors for their missions. As business leaders, community volunteers, philanthropists, and opinion leaders, they have the connections, the confidence, the respect needed to speak up on behalf of their organizations when policy decisions are being made that might affect the organization’s ability to achieve its mission.”

- Fundamental Topics of Nonprofit
Board Service, BoardSource



Advocacy and Ambassadorship



“67% of executives report that not enough time is spent by the board on building relationships within the community that help support and inform the organization’s work.”

- Board Leadership Research,
BoardSource



Practical Strategies For Engaging Board Directors As Good Ambassadors



Training



*“A nonprofit board is only as strong as the education and direction that they receive...Don’t assume that board directors understand **how** to talk about your organization.”*

- 10-tips That Will Help You Create An
Engaged Nonprofit Board, Bloomerang



Practical Strategies For Engaging Board Directors As Good Ambassadors



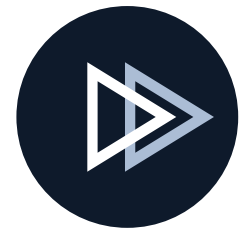
Training

Ensure that every board director:

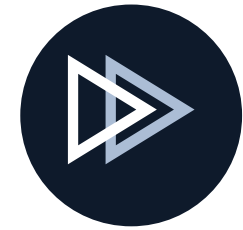
- ☐ Is familiar with the mission and vision
- ☐ Understands what the organization does and why it matters
- ☐ Knows who the organization supports
- ☐ Knows what the future goals of the organization are



Practical Strategies For Engaging Board Directors As Good Ambassadors



Training



Incorporate storytelling into board meetings

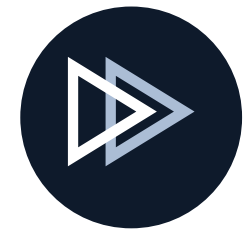
- ☐ Kick off each board meeting with a mission moment



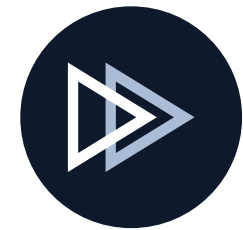
Practical Strategies For Engaging Board Directors As Good Ambassadors



Training



Incorporate storytelling into board meetings



Empower your board to be storytellers

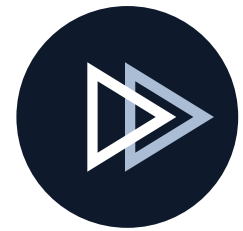


“Board members want to be strong advocates and storytellers, but they often don’t have the tools they need to do this well.”

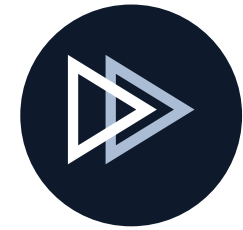
- 10-tips That Will Help You Create An
Engaged Nonprofit Board, Bloomerang



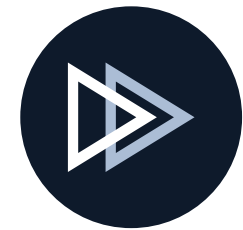
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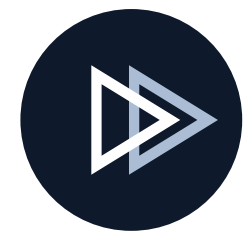


Empower your board to be storytellers

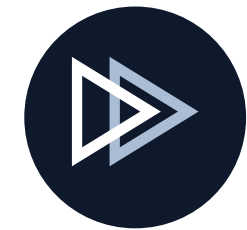
- ☐ Pre-crafted success stories
- ☐ Talking points
- ☐ Infographics
- ☐ Video resources
- ☐ Elevator pitch



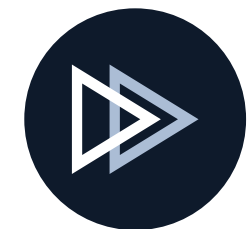
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Incorporate storytelling into board meetings



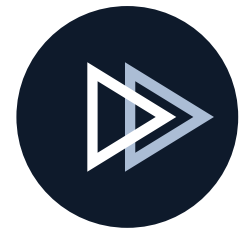
Empower your board to be storytellers

“Board members are not just leaders within your nonprofits —they are also some of your most influential storytellers. Their unique position allows them to connect with diverse audiences, from donors to community members, making them invaluable in spreading your nonprofit’s mission through compelling narratives.”

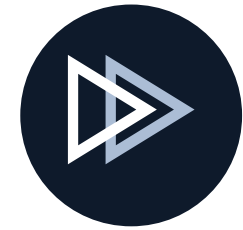
- Master Nonprofit Storytelling to Transform Impact and Inspire Action,
Boardable



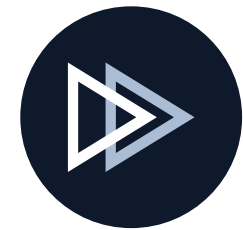
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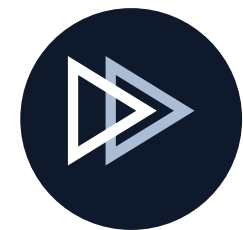
Training



Incorporate storytelling into board meetings



Empower your board to be storytellers



Conversation connections



Wrap Up



Any questions?

Thank you for joining us

Please complete the evaluation linked in the chat

We will email you the resource document(s) after the session

www.sarclearningcentral.ca