

2023 – 2024 AMBASSADOR ACTIVITY CHECKLIST

Introduction: This checklist has been created to assist Ambassadors in spreading out promotion opportunities throughout the year. The checklist will be updated annually following each Ambassador summer seminar. Please start with identifying the best presentation opportunities in your council. A sample chart is included on page 2.

	SUGGESTED ACTIVITY
September	<ul style="list-style-type: none"> <input type="checkbox"/> Read the September Update in the Newsletter Section on the Ambassador Resources page. <input type="checkbox"/> Publish council newsletter article and/or social media post on Philmont Treks. For example, publicize Philmont Trek Lottery. <input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Date: _____ Report your promotion on the Ambassador Resource page.
October	<ul style="list-style-type: none"> <input type="checkbox"/> Contact the head of your council's University of Scouting or similar event and arrange to teach a class on Philmont and/or have a Philmont display at the Fall or Spring University of Scouting*. Report your promotion on the Ambassador Resource page. <input type="checkbox"/> If your council has an active High Adventure Committee,* connect with the Chair to identify how you can help support the council's Philmont-related high adventure initiatives. <input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Date: _____ Report your promotion on the Ambassador Resource page.
November	<ul style="list-style-type: none"> <input type="checkbox"/> Read the November Update in the Newsletter Section on the Ambassador Resources page. <input type="checkbox"/> Complete your Ambassador Survey. Link is on Ambassador Resource page. <input type="checkbox"/> Request a list of units taking a trek in 2024 from Philmont Training Center – contact contingent leaders to see if you provide any assistance.* <input type="checkbox"/> Publish council newsletter article and/or social media post on Philmont Individual program treks. <input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Date: _____ Report your promotion on the Ambassador Resource page.
December	<ul style="list-style-type: none"> <input type="checkbox"/> Contact your Scout Executive and arrange to make a presentation at the January Council Executive Board meeting.* Promote Council and District Key 3 conferences. Report your promotion on the Ambassador Resource page. <input type="checkbox"/> Make a presentation or presentations at District Roundtables.* Report your promotion on the Ambassador Resource page. <input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Date: _____ Report your promotion on the Ambassador Resource page.
January	<ul style="list-style-type: none"> <input type="checkbox"/> Make a Philmont presentation at the January Council Executive Board meeting focusing on training opportunities at PTC.* Emphasize the Philmont Experience at the Training Center. Report your promotion on the Ambassador Resource page. <input type="checkbox"/> Read the January Update in the Newsletter Section on the Ambassador Resources page. <input type="checkbox"/> Publish council newsletter article and/or social media post on Philmont Training Center Conferences. <input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Date: _____ Report your promotion on the Ambassador Resource page.
February	<ul style="list-style-type: none"> <input type="checkbox"/> Make a presentation or have a display at a Scouting Anniversary event.* Report your promotion on the Ambassador Resource page. <input type="checkbox"/> Publish council newsletter article and/or social media post on Family Adventure Camp. <input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Date: _____ Report your promotion on the Ambassador Resource page.

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March	<input type="checkbox"/> Read the March Update in the Newsletter Section on the Ambassador Resources page. <input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Date: _____ Report your promotion on the Ambassador Resource page.
April	<input type="checkbox"/> Participate in the Spring Ambassador Webinar at 8:00 PM Eastern time. <input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Date: _____ Report your promotion on the Ambassador Resource page.
May	<input type="checkbox"/> Read the May Update in the Newsletter Section on the Ambassador Resources page. <input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Date: _____ Report your promotion on the Ambassador Resource page.
June	<input type="checkbox"/> Attend an Ambassador Seminar at PTC June 23-29, 2024.
July	<input type="checkbox"/> Contact your Council's Wood Badge and NYLT Course directors and arrange to make a presentation about the Philmont Leadership Challenge and NAYLE programs.* Report your promotion on the Ambassador Resource page. <input type="checkbox"/> Read the July Ambassador Update in the Newsletter Section on the Ambassador Resources page. <input type="checkbox"/> Review and update your Philmont Display
August	<input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Date: _____ Report your promotion on the Ambassador Resource page.

**** If your council has multiple Ambassadors, you should coordinate, with the other Ambassadors in you council, contacts with unit, district, and council leadership to avoid duplicate requests to make a presentation at the same event.***

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Check your Council Calendar for these suggested presentation opportunities:

<u>Date</u>	<u>Event</u>	<u>Recommended Topics</u>
_____	Commissioner College	PTC Commissioner Week, Key 3 Conferences
_____	Council Annual Meeting	General Philmont, PTC Conferences
_____	Council Executive Board Meeting	Council and District Key 3 Conferences
_____	Council Program Planning Event	General Philmont
_____	Council Recognition Event	General Philmont
_____	Cub Scout Day Camp(s)	Family Adventure Camp
_____	Cub Scout Leader Events (Pow Wow)	Family Adventure Camp
_____	Cub Scout Pinewood Derby	Family Adventure Camp
_____	District Spring Camporee(s)	General Philmont
_____	District Fall Camporee(s)	General Philmont
_____	NYLT	NAYLE
_____	OA Recognition Dinner	OA Trail Crew, Individual Treks
_____	Scout Camp(s)	Unit Treks, Individual Treks
_____	University of Scouting	General Philmont
_____	Wood Badge	Philmont Leadership Challenge
_____	_____	_____
_____	_____	_____