

## Buffalo Niagara Waterkeeper Volunteer Ambassador Program– 2021

### Mission/Goal of the Program:

*Lead general outreach/tabling at various outdoor events to help educate the various communities in the Niagara River Watershed. Provide support to BNW staff for Cleanup Programs, RestoreCorps events and participate in the Riverwatch Program in some capacity.*

### **What is a Volunteer Ambassador?**

- Dedicated Volunteer and can represent BNW at events.
- Highly Trained- can articulate BNW mission and programs/projects to the public. Helps make new connections. Has basic water knowledge (recreation, water quality, etc).
- Reliable – has been with the organization for a while and is expected to continue volunteering.
- Assists with partnership building and fundraising efforts.

### **2021 Program Focus:**

- **Outreach/Tabling**
  - General Educational Outreach at Farmer’s Markets (Main Contacts: Wendy/Liz)
    - City of Buffalo Locations
      - Educational Talking Point: Safe Water Recreation & the Buffalo Blueway
    - Headwater Locations
      - Educational Talking Point: Watersheds and Headwater streams/forests
    - Niagara County Locations
      - Educational Talking Point: Nutrient pollution and Harmful Algal Blooms
  - Buffalo River Restoration Outreach (Main Contact: Claudia Rosen)
    - Speak with park visitors about the Buffalo River/restoration work and stewardship efforts and collect information on how park locations are used.
    - Collect contact information from potential stewardship volunteers.
    - There will be a virtual training and more details for this specific outreach task!
- **BNW Event Assistance**
  - Site Captain for Cleanup Programs (Main Contact: Wendy/Claudia)
  - RestoreCorps event assistance (Main Contact: Ron)
  - Participate in Riverwatch Program in some capacity (Main Contact: Liz)

*\*Note: each educational talking point will have a 1-page document (and potential a physical prop) to assist in discussions with community members.*

### Training Details:

- **REQUIRED:** Watch a pre-recorded training video to get up to speed on BNW basics and educational talking points for Farmers Market Outreach and how-to sign-up for events using google sheets. *Date: April*
- Watch a pre-recorded video training to participate in Buffalo River Restoration Outreach. *Date: April, zoom ‘office hours’ discussion will follow later in April.*
- **HIGHLY RECOMMENDED:** 2 weeks after the required video training, attend a Zoom call with Wendy and Liz to ask any questions about the 2021 Volunteer Ambassador Program and share experiences with other Volunteer Ambassadors! *Date: Late April*