

Dear Ambassador,

Great to have you on board!

GCA Ambassadors are vital for the GCA providing a bridge between the association and our members living in the different hubs. Alumni can be members of the following 7 associations / networks: [ArMA Alumni](#), [EMAlumni](#), [HRDA Alumni](#), [APMAA](#), [CESAA](#), [EAN](#), and [EMDHAL](#). We appreciate your interest in taking on this role and helping grow our network.

This is a toolkit, which provides a set of flexible guidelines for the role of ambassador. In it, you will find a bit of information about the role including responsibilities and expectations as well as example templates for emails reaching out to your local alumni community.

The toolkit is designed as a reference guide and there is a lot of scope to bring your own flavour to the role.

We warmly welcome you into our community of active GCA Alumni and please remember to keep us updated about any exciting news from your hub so we can include it in our newsletter and on the website.

Your Global Campus Alumni Association

For questions please contact the GCA secretary-general: secretary@globalcampusalumni.org

AMBASSADOR TOOLKIT

1. General responsibilities and expectations

Acting as focal point for the hub

As ambassador you act as the focal point for the hub. This means that fellow alumni will be able to find your contact details on our website and may contact you with questions. Requests may come from a variety of people, including alumni living in your hub approaching you with suggestions or questions, students moving to your hub for the second semester (see below), or fellow alumni coming to town for a shorter period hoping to catch up etc.

Being a proactive ambassador in the hub

Being a proactive ambassador gives life to the association and makes it fun. In many hubs, people connect via Facebook groups, although of course, not everyone is an active Facebook user and there are also many other ways to connect. However you decide to do it, many ambassadors have arranged activities including: regular get-togethers for drinks or dinners, sending out messages when you're attending an event that might be of interest to others and meeting up there, enabling others to send out such invitations and organise exciting activities, meetings or drinks by using the various communication channels available to you (see below for some of our social media links). Previous activities in some of our hubs included informal discussions about human rights in cafes (e.g. Lisbon and London), trips on the weekend, picnics including alumni and their family, film screenings etc. Try it - the more you get into it the more you'll hear and get back from your local community. It's fun, it's rewarding and you're helping to strengthen the alumni network.

Liaising with other ambassadors in neighbouring hubs

If you have neighbouring hubs close by, why not touch base and liaise with them? It might be interesting to see what they're up to - maybe you and other alumni from your hub can even join one of their events and activities.

Being an active member of your Association

By being ambassador, you meet the definition of being an active member. We would appreciate it if you also signed up to be an active member to the association formally, for two reasons: First, it shows your commitment to the association as we demonstrate strength through membership, particularly active membership. Second, as bridge between the association and fellow alumni, who we also want to encourage to formally become active members, this appears to be a reasonable step in accordance with your responsibilities as ambassadors; how can you reasonably help us campaign for membership

if you are not an active member yourself? This gives you leverage and standing, and the association's future depends on its active membership numbers.

2. Making use of our website and other online tools

a. www.globalcampusalumni.org

Our website is a great way to connect with alumni from your association or even beyond your own association's network.

Action list:

- Please make sure your profile is up to date;
- Add alumni from your hub (or elsewhere) as friends;
- Contribute by posting job, internships or education opportunities at <https://globalcampusalumni.org/develop/job-board/>

b. Newsletters

Contribute to your association's newsletter with suggestions for posts, articles, events, or anything else you think might interest other ambassadors or alumni. Most of all - we'd love to feature news from your hub! Keep the rest of the Alumni community posted! Hopefully, we will soon have a GCA Newsletter.

c. GoogleGroup email

It has proven useful to have a *googlegroup*, which will allow you to send emails to every subscriber. This makes it extremely easy to send out emails on events and hub news to everyone in your hub - and fellow alumni will be able to send invitations and messages to everyone too!

Check it out here: <https://groups.google.com/>

- Check if there is an existing googlegroup in your hub, sign up to it and ask to be made administrator by previous ambassadors
- Otherwise set up a new googlegroup and start adding people
- Send an email to the alumni in your hub to introduce yourself

3. Global Campus Alumni on Social Media

GCA on Facebook: <https://www.facebook.com/globalcampusalumni/>

Many hubs already have a Facebook group. Check first if it exists. If it exists, please join it and act as an admin to it. If it does not exist, you could consider creating one to be in touch with alumni of your city/country.

GCA on LinkedIn:

<https://www.linkedin.com/company/global-campus-alumni/?viewAsMember=true>

GCA Twitter

Are you on twitter? Great! Follow us and interact with us at:

<https://twitter.com/GlobCampAlumni?lang=en>

4. For Europe hubs/ambassadors: Acting as focal points for the students of the EMA programme during their second semester

The EMAlumni Association supports EMA students in transitioning to their second semester destinations. As ambassador, it is your role to help students feel welcomed in their second semester cities and introduced to life as alumni.

Within the limits of your own capacities, there are several ways you can participate. However, as a baseline we would kindly ask you to send students an initial email to establish contact and introduce the hub and yourself to them. If there is someone else in the hub who would like to become an EMAbuddy to one or several students, feel free and arrange this - as long as the students have a focal point in the alumni community, everything works.

You will receive an email from the EMAlumni Association including the names and contact details of the *masterini* coming to live in or near your hub at the end of January/beginning of February.

5. Important things to bear in mind

- Keep your association informed about what meetings, conferences or events you attend, as well as activities you organise with fellow alumni – we can help you promote them!
- Take photos during events and forward them to the GCA secretary-general at secretary@globalcampusalumni.org and/ or your regional focal point.
- Touch base with us from time to time, we would like to hear your feedback.
- Update email lists of alumni in your hub, for example by circulating lists during events.
- Encourage alumni to register a profile on the website and/or keep their profile updated - we want to stay connected and reach our potential to be the world's biggest network of human rights professionals.
- Promote active membership in your hub - we need active members to ensure the associations have a future.
- Let us know asap in case you can not perform your role as ambassador anymore.