



## Shooting Sports Ambassadors Program Resource Guide

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## What are 4-H Shooting Sports Ambassadors?

4-H ambassadors represent and promote 4-H, as well as assist with county-wide or statewide 4-H activities. A 4-H Ambassador is a motivated individual age 12+ who seeks to become a leader, mentor and teacher, inspiring positive change in their community. Teens are provided opportunities to demonstrate their skills in leadership, citizenship and community service through ambassador activities that promote and encourage the 4-H Shooting Sports Program.



Participants will have an opportunity to be selected as a National 4-H Shooting Sports Ambassador, representing over 400,000 4-H youth across the country. Annually two Michigan Ambassadors annually have the opportunity of being selected as National 4-H Shooting Sports Ambassadors. These youth participate in the National 4-H Shooting Sports Youth Leadership Virtual Academy, alongside youth from all across the country. This event is typically held the first week of August. Details will be provided once a host state and workshop weekend is selected for 2023; most expenses are covered by event sponsors.

## 4-H Shooting Sports Ambassador Guidelines

4-H Shooting Sports Ambassador Program is designed to promote 4-H as well as 4-H Shooting Sports. Ambassadors will receive training that will allow them to return to their homes and advocate for the program at the county, regional, and state level. Some Ambassadors may have opportunities to support national events as well.

Ambassadors determine their own pathway for participation, creating a work plan for participation in collaboration with 4-H staff and volunteers. They may provide public relations support at special events such as donor/sponsor functions and also serve as spokespersons for the 4-H Shooting Sports Program, helping to make 4-H and the 4-H Shooting Sports Programs more visible. The Ambassadors further develop their skills in leadership, public presentation, citizenship, community service, public relations and team building. Participation in Michigan 4-H provides pathways to engage with youth and content experts from across the country.

## Purpose, Goals and Objectives

The 4-H Shooting Sports Ambassador program will provide a venue for 4-H Teens to:

1. Represent 4-H and specifically 4-H Shooting Sports for public relations purposes at special events; at donor/sponsor functions and with the general public, 4-H groups, community service organizations, schools and media contacts.
2. Serve as spokespersons for the 4-H Shooting Sports program at their respective levels of participation – national, regional, state, county - helping to make 4-H Shooting Sports programs more visible and accessible.
3. Further develop their skills in leadership, public presentation, citizenship, community service, public relations and team building.
4. Assist in maintaining relations with 4-H Faculty and Extension Administrators as well as past, present and future program donors and supporters.
5. Continue and expand their involvement in 4-H Shooting Sports beyond the shooting skills and competitive events.
6. Stay actively connected with the 4-H Shooting Sports program as they enter their collegiate years and further into adulthood.

## Program Expectations

What you say and do is very important. Remember, you never get a second chance to make a good first impression. As an Ambassador you may meet with donors who are CEO's of companies or organizations and you always need to put your best foot forward. The way you dress, the way you speak and act are very important when you are serving as an Ambassador.



- You are expected to be on time, so plan to be early to any event.
- You need to respond promptly to emails or phone calls
- It is very important that you send thank you notes immediately following events.
  - You will be given names and addresses so that you can fulfill this obligation.
- A mature attitude and outlook is required. You may get tired at events, but you always need to be cheerful and ready to respond positively to everyone.
- Ambassadors may be asked by your State Shooting Sports Coordinator or the National Shooting Sports Committee to serve as a representative at a local, regional, state, or national event.

## Ambassadors vs. Advisory groups/councils

In Michigan 4-H Shooting Sports, we have an Advisory Board composed of 4-H volunteers from 7 disciplines (Archery, Rifle, Shotgun, Air Pistol, Muzzleloader, Coordinator, and Hunting & Wildlife), elected for various terms. This committee works on many projects, such as training workshops, State Shoot, a national committee, and an education committee. This is an opportunity for teens to get involved in a youth-adult partnership, but the work of this committee tends to be very adult-influenced. The Ambassador group, on the other hand, is primarily youth focused, with training

geared toward youth to assist them in their roles. Ambassadors are selected through the application process on page 12.

## Training Topics and Resources

*Participants are encouraged to consider these avenues for preparation as Ambassadors. Join statewide leadership experiences for leadership support and Shooting Sports Instructor Certification workshops for project area focused skill development -- both provide foundational training to support Ambassador experiences.*

**October 2022- May 2023: Future Squad 4-H (Virtual Opportunity).** This program is designed to help youth (age 12-19) feel prepared and ready to take on the future and adulthood. Meetings will involve team-building and will cover areas such as money management, career readiness, stress management, goal setting, time management, communication, and politics. Club meetings will be virtual through Zoom. While not a shooting sports focused, the program covers leadership topics Ambassadors need for success, if they are not otherwise offered locally.

**December 6, 2022, 7PM (Zoom) 4-H Shooting Sports: Opportunities for Teens** Join us to learn more about leadership and advanced-skills opportunities through the Ambassador program, National 4-H Shooting Sports Championships, State Awards, and scholarships. Attendance is not required to participate, but will give participants a chance to ask questions of staff, board members, and current Ambassadors.

**Registration required:** [bit.ly/3uf2D5w](https://bit.ly/3uf2D5w)

**December 3, 2022 Michigan 4-H Spectacular Youth Leadership Institute.** Register [here](#). Ambassadors will gather through this leadership weekend, beginning with “early registration” on Friday night. Expenses for the “early registration” for each Shooting Sports Ambassadors will be assumed by Michigan 4-H Shooting Sports program. (<https://www.canr.msu.edu/events/michigan-4-h-spectacular-youth-leadership-institute> )

**December 31, 2022 Deadline: Shooting Sports Ambassador Agreements** should be submitted to Laura Quist, [quistla1@msu.edu](mailto:quistla1@msu.edu) for participation in the 2022-2023 program year.

**March 3-4, 2023 Instructor Certification Workshop, Roscommon.** Teen leaders are encouraged to participate in this Instructor Certification workshop. Certification will be offered in Hunting & Wildlife and Shotgun. Youth age 14+ are invited to participate. Early registration on March 3 will include Ambassador-only activities prior to certification instruction on Saturday. Early registration fees are covered by Michigan 4-H Shooting Sports.

**April Instructor Certification Workshop, Clare.** Teen leaders are encouraged to participate in this Instructor Certification workshop. Certification disciplines are TBD. Youth ages 14+ are invited to participate. Early registration includes April 28, for Ambassador-only activities prior to certification instruction on Saturday. Early registration fees are covered by Michigan 4-H Shooting Sports.

**June 25-30, 2023 – National 4-H Shooting Sports Championships, Grand Island, NE**

Ambassadors from across the country gather at this tournament, pursuing leadership opportunities and to support this national competition. Learn more about this event at <https://4h.unl.edu/shooting-sports/national>

**August 2023 Youth Leadership Academy, National Ambassador Program** (date TBD; in-person workshop offered by National 4-H Shooting Sports) Two Michigan Ambassadors will be selected to participate in this nationwide event. Read more about this opportunity on page 12.

**August 19, 2023 Michigan 4-H State Shooting Sports Tournament.** Ambassadors gather to help lead member activities and present awards.

*\*\*Additional leadership opportunities will be added to this calendar on an on-going basis and emailed to all members.*

## Possible Support for Funding

Ambassadors may work independently or in teams to develop their Ambassador work plans. When work plans have associated expenses, youth will be offered guidance in developing budgets and fundraising. Suggestions are also included below:

- Many 4-H advisory groups provide funding to support local ambassador programs. Ask county staff and/or volunteer leaders for local availability of program funds.
- Funds may also be allocated Tractor Supply Company (TSC) Funds. TSC funds should be used for scholarships for 4-H camp or leadership programs, including the ambassador program.
- JOANN funds are unrestricted, however the National 4-H Council does recommend that they be used to support JOANN-type projects (arts, crafts, sewing, etc.) and programs, but that's a recommendation, not a requirement.

# Dress Code

Modesty, neatness, well-groomed and practicality will be the guiding principles. Attention to details is important, so here are some tips. When serving as a 4-H Shooting Sports Ambassador, you need to remember that you are representing the 4-H Shooting Sports to the public, and you need to make the best impression possible. A t-shirt will be provided, which is appropriate for some activities, but not all.

Casual Dress Code	Business Casual Dress Code	Business Professional Dress Code
<p>We recommend:</p> <ul style="list-style-type: none"> <li>· T-shirts, long-sleeve shirts, sweatshirts</li> <li>· Jeans, capris, khakis</li> <li>· Casual shoes or tennis shoes</li> </ul>	<p>We recommend:</p> <ul style="list-style-type: none"> <li>· Collared shirt, polo shirt, or blouse</li> <li>· Ties or scarves acceptable, not required</li> <li>· Dress pants/capris or khakis</li> <li>· Skirts or dresses</li> <li>· Dress shoes or boots</li> </ul>	<p>We recommend:</p> <ul style="list-style-type: none"> <li>· Collared shirt, blouse, or sweater</li> <li>· Ties recommended with collar</li> <li>· Blazer or suit jacket</li> <li>· Dresses, skirts, or business suits</li> <li>· Dress shoes or boots in good condition</li> </ul>
<p>Avoid:</p> <ul style="list-style-type: none"> <li>· Inappropriate graphics/logos</li> <li>· Low-cut or revealing shirts</li> <li>· Pants that are cutoff, ripped, or worn with holes</li> </ul>	<p>Avoid:</p> <ul style="list-style-type: none"> <li>· T-shirts</li> <li>· Jeans</li> <li>· Athleticwear</li> <li>· Tennis shoes or flip flops</li> </ul>	<p>Avoid:</p> <ul style="list-style-type: none"> <li>· Denim or jeans</li> <li>· Tennis shoes or open-toe shoes</li> </ul>

# 2021 National 4-H Shooting Sports Youth Leadership Virtual Academy

*National 4-H Shooting Sports Ambassador Program offers an in-person leadership institute open to 4-H youth nationwide. Below is an agenda from the 2021 virtual event, as an example of content covered. Details for the 2023 event are not available at this time, but it is expected to be in-person. States are typically invited to select 2 youth to participate. In the past, workshop expenses for registration, food, and lodging have been paid by sponsors. Each year, Michigan will offer this opportunity to Ambassadors. Details on the selection process, location, and opportunity will be shared as soon as they are available from the host states.*

## Overview

- 25 youth; 2<sup>nd</sup> virtual year of training; Michigan has 1 youth participating
- Expected to return to an in-person event in 2022
- Led by Nicole Pokorney, Minnesota 4-H Educator [pokorney@umn.edu](mailto:pokorney@umn.edu)
- Books and polos mailed to participants
  - Reading: The Student Leadership Challenge, by Kouzes and Posner

## Wednesday, June 16, 2021 3-4:30 p.m. (CST)

- Welcome and Introductions
- Student Leadership Book Review
- COMPLETE the Student Leadership Practices Inventory (homework)

## Wednesday, June 30, 2021 3-4:30 p.m. (CST)

- Student Leadership Book Review and Activities (p. xiii-118)
- Telling Your Story
- Media Relations, Guest Speakers

## Wednesday, July 14, 2021 3-4:30 p.m. (CST)

- Student Leadership Book Review and Activities (p. 119-170)
- Industry and Our Story
- Industry Panel

## Wednesday, July 28, 2021 3-4:30 p.m. (CST)

- Student Leadership Book Review and Activities (p. 171-224)
- Etiquette & Professionalism
- Developing State Shooting Sports Ambassador Plans

## Wednesday, August 11, 2021 3-4:30 p.m. (CST)

- Student Leadership Book Review and Activities (p. 225-285)
- Educating Others on Shooting Sports
- Sharing & Celebration



# Snapshot for Zoom, email, or social media promotions



## 4-H Shooting Sports Ambassadors

- Compliments National 4-H Shooting Sports effort
- Previously a virtual experience
- Youth should be involved in a local shooting sports club
- Ambassadors determine their own plans of action; can create SPIN clubs, recruit locally, host regional recreational events
- Youth may work as teams or independently
- Use Remind for notifications
- Virtual zoom meetings
- Utilize statewide leadership events and Instructor Certification workshops at training resources
- Staff and volunteers serve as advisors
- Receive Michigan 4-H Shooting Sports shirt
- 2 Ambassadors selected for Youth Leadership Virtual Academy national in-person workshop held August 2023



# Ambassador Work Plan

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

**Program Objective:**

<b>Action Steps</b> <i>What Will Be Done?</i>	<b>Responsibilities</b> <i>Who Will Do It?</i>	<b>Timeline</b> <i>By When?</i> <i>(Day/Mo)</i>	<b>Resources</b> A. <i>Resources Available</i> B. <i>Resources Needed</i> <i>(financial, human, political &amp; other)</i>	<b>Communications Plan</b> <i>Who is involved?</i> <i>What methods?</i> <i>How often?</i>
<b>Step 1:</b>			A.  B.	
<b>Step 2:</b>			A.  B.	
<b>Step 3:</b>			A.  B.	
<b>Step 4:</b>			A.  B.	
<b>Step 5:</b>			A.  B.	

**Evidence Of Success** (*How will you know that you are making progress? What are your benchmarks?*)

**Evaluation Process** (*How will you determine that your goal has been reached? What are your measures?*)

**Other Information:**

# 4-H Shooting Sports Ambassador Agreement



Please complete the form below, sign, obtain parent/guardian signature and return by December 31, 2022.  
Send completed forms to Laura Quist, [quistla1@msu.edu](mailto:quistla1@msu.edu) or call 231-942-7552 with any questions.

Youth Name: \_\_\_\_\_

Pronouns (optional): \_\_\_\_\_

County of 4-H Enrollment: \_\_\_\_\_

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

Youth Cell Phone: \_\_\_\_\_

Can you receive text messages?  Yes  No

Parent/Guardian Name: \_\_\_\_\_

Home/Parent/Guardian Phone: \_\_\_\_\_

Parent/Guardian Email: \_\_\_\_\_

- I will serve as a Michigan 4-H Shooting Sports Ambassador for 2022-2023.
- I understand I must be 12 years old by January 1 and actively enrolled member of 4-H with a complete profile in 4-H Online to participate as a Michigan 4-H Shooting Sports Ambassador
- I will attend the training prior to developing and implementing my Work Plan.
- I will promote the Michigan 4-H Shooting Sports Ambassadors locally through 4-H clubs, schools, and other venues and recruit additional participants when possible.
- I will make a concerted effort to attend all meetings (virtual or face to face) as scheduled. I will attend at least 75% of monthly virtual meetings.
- I will contact the group advisors if I am unable to participate in conference calls, meetings, events or training as they are scheduled.
- I understand I am responsible for arranging my own transportation to and from any in-person meetings/events.
- I understand that Michigan 4-H Shooting Sports Ambassador members will be the primary recipient of emails and communication. Advisors will copy parents/guardians when overnight events are concerned, or at parents request. It is expected that Michigan 4-H Shooting Sports Ambassador youth members will respond to communication (rather than their parents/guardians) and that youth will communicate with their parents/guardians regarding Michigan 4-H Shooting Sports Ambassador plans.

- I understand Michigan 4-H Shooting Sports Ambassador uses several channels of communication- e-mail (primary), Remind, Google docs for group discussions outside of meetings. Parents/guardians may be included in e-mails at their request. Michigan 4-H Shooting Sports Ambassador advisors will monitor group communication on email. Remind, and Google docs.

We will use Zoom for our group meetings. Please review the expectations of virtual conduct below.

- Please use a neutral background (e.g. blank wall, digital Zoom filter, limited exposure of private spaces, etc.)
- Check your email for login and other important information.
- Participants may not record interactions with other participants through online instruction platforms.
- Participants may not screenshot or record other participants' images, information, or participation contributions during the program.
- Participants may not share inappropriate content through files, images, videos, chat, audio, or other features of the digital instruction platform.
- Anyone receiving threatening or inappropriate chat messages should immediately report it to a trusted adult.
- In the interest of safety, do not share links, passwords, or other program login information with anyone outside of the program.
- Show respect for, and cooperate with, fellow participants, volunteers and staff.
- Abstain from harassment or bullying of another participant, volunteer or staff member (either in face to face interactions, through social media or other communication venues), particularly when the behavior is disrespectful or regards a person's gender, race, age, sexual orientation, religion, national origin, disability or appearance.

I understand the above expectations for virtual conduct. Please share anything the adult advisors should know about you in order to make this a successful and meaningful experience for you (ie: learning disabilities, technology barriers, concerns/questions/worries about the upcoming year, what you are most excited about, etc.):

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*Signed:*

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Youth Name	Date
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Parent/Guardian Name	Date
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