



Narrative for Goodwill Ambassador Award Rules and Entry

Rules for the Goodwill Ambassador Award are set forth to maintain clarity and uniformity of expectations and criteria that support selection based on the nomination and entry forms. An entry form simply organizes pertinent information and provides for units and departments to verify nominee eligibility.

These guidelines will help to make this prestigious award more meaningful and special. The American Legion Auxiliary is comprised of quality individuals who deserve recognition beyond that provided by their units or departments.

A strong narrative is key to determine each year's recipient. Five suggestions are offered on the rules page to prompt writers as they consider how best to showcase their nominees. It also prepares the ALA national president as she makes the announcement at ALA National Convention.



GOODWILL AMBASSADOR AWARD RULES

HOW TO APPLY:

Each unit has a special, hardworking, dedicated Auxiliary member who goes above and beyond expectations to represent her unit well at all events. She is a true example of goodwill to her peers.

Show appreciation by nominating her for the Goodwill Ambassador Award during the current administrative year.

Rules for selection:

1. Member is at least 18 years old and in good standing.
2. Selection is based on the Goodwill Ambassador model.
3. Your nominee may be a new member.
4. Each unit may submit one entry.
5. The unit will submit their unit member's winning narrative of 500 or fewer words. Consider the following:
 - a. How does the nominee exemplify the mission of *Service Not Self*?
 - b. How does she embrace inclusiveness in her service?
 - c. Describe your nominee's purpose-filled actions, accomplishments, and activities that foster a culture of goodwill.
 - d. How does she inspire positive decision-making that grows the organization?
 - e. Include any other pertinent information.
6. Required unit president and secretary signatures appear on the nomination form. If one of those two is the nominee, a past unit president may sign.
7. Complete the Goodwill Ambassador Award Nomination Entry form and attach the narrative. Your department office must receive it by **March 1** of the current administrative year.
8. The department completes the Goodwill Ambassador Award Scorecard to evaluate Goodwill Ambassador nomination entries received from units to make one department selection. The department selection must be received by national division vice president by **May 1** of the current administrative year.
9. The national division vice president selection must be received by ALA National Headquarters by **June 1** of the current administrative year.

The national president will honor the National Goodwill Ambassador Award recipients at ALA National Convention.



GOODWILL AMBASSADOR AWARD NOMINATION ENTRY

See Goodwill Ambassador Award Rules for Further Instructions

(PLEASE TYPE OR PRINT LEGIBLY)

Unit # _____

Dept. _____

Nominee Information:

Print Name: _____

Address: _____

City: _____ State _____ Zip _____

Email: _____

Member ID#: _____ Phone: _____

UNIT AND DEPARTMENT VERIFICATION

I verify that the above is a member in good standing.

Unit Secretary (printed) _____ Signature _____

Unit Secretary Email _____ Phone _____

Unit President (printed) _____ Signature _____

Dept. President (printed) _____ Signature _____

Explain in 500 words or less why this member is nominated for the Goodwill Ambassador Award. Attach separate sheet.

Mail completed entry form with essay to your Department office by **March 1** of the current administrative year.



GOODWILL AMBASSADOR AWARD SCORECARD

100 POINTS TOTAL

MEMBER NAME: _____

UNIT NO: _____

DEPARTMENT: _____

DATE: _____

An American Legion Auxiliary Goodwill Ambassador delivers goodwill, promotes ALA ideals, and volunteers their time, talents, and passions to raise awareness of serving veterans.

Definition of Goodwill: Goodwill is a kind, helpful, and positive attitude toward others.

40 points total – Displays the Characteristics of Ambassadors (10 points per characteristic)

Characteristic Not Included		Characteristic Included		Meets Characteristic		Exceeds Characteristic		Outstanding Characteristic		
0	1	2	3	4	5	6	7	8	9	10

____/10 pts - **Brand Knowledge and Appreciation** Goodwill Ambassadors appreciate the importance of the ALA brand and grasp the role social media plays in today’s world.

____/10 pts - **Established Community Presence** Goodwill Ambassadors are needed for word-of-mouth to be successful and reach as many people as possible throughout their communities. The ALA needs a well-established online and social media presence and engaged network.

____/10 pts - **High Level of Professionalism** Goodwill Ambassadors represent the ALA, speak well of the organization, and encourage others to check out the Auxiliary’s programs and benefits.

____/10 pts - **Passion for Growing Relationships** Goodwill Ambassadors strive to be:

- respected for knowledge in particular areas
- sought-after for recommendations and opinions
- builders of strong, loyal relationships among members and our brand
- passionate about and intimately familiar with where to locate information
- resourceful
- skilled at making connections with nonmembers on the Auxiliary’s behalf
- confident and positive—traits that draw you in and make you want to listen

_____ /40 pts - **Total Characteristic points**

60 points total - Qualities of a Goodwill Ambassador (5 points per quality):

Quality Not included	Quality included	Quality met	Quality Exceeds	Outstanding Quality	
0	1	2	3	4	5

An American Legion Auxiliary Goodwill Ambassador represents the organization in a positive manner to foster good relationships with others. She cares about bringing members, nonmembers, businesses, or other service organizations together. A Goodwill Ambassador demonstrates:

___ /5 pts - **PROFESSIONALISM**—represents the ALA in a business-like manner

- presents a neat, clean appearance, and may include ALA or Legion family branded items
- maintains her poise even in difficult situations

___ /5pts - **PASSION / POSITIVE ATTITUDE**—is sincere and enthusiastic

- is excited about what she does and the help it provides
- inspires greater performance in others

___ /5 pts - **KNOWLEDGE**—is well-versed in programs, purpose, and policies

___ /5 pts - **INTEGRITY / ETHICS**—exhibits trustworthiness and honesty

- demonstrates sound moral principles in all her relationships

___ /5 pts - **LEADERSHIP SKILLS**—is able to handle various situations, including training, mediation, and/or negotiation for desired results

- demonstrates the ability to lead
- is perceptive of team needs

___ /5 pts - **LOYALTY**—is true to the cause

___ /5 pts - **DECISION-MAKING**—is making choices through compromise and collaboration

- evaluates different circumstances
- helps collaborators overcome obstacles

___ /5 pts - **OPENMINDEDNESS / FLEXIBILITY**—accepts ideas of others, able to adapt without conflict

- seeks multiple points of view
- ability to grow from new experiences

___ /5 pts - **MENTORING**—shares information and knowledge to increase others' strengths and abilities

___ /5 pts - **COMMITMENT / DEPENDABILITY**—can be counted on to see through to completion

___ /5 pts - **EFFECTIVE COMMUNICATION/GOOD LISTENING**—is easily understood, uses appropriate language and mannerisms

___ /5 pts - **INTEGRATION OF DIVERSE POPULATIONS**—is able to include various cultures, languages, religious affiliations, race, gender, age groups, and education levels

_____ /60 pts - Total Qualities points

GOODWILL AMBASSADOR AWARD SUMMARY SCORECARD

100 POINTS TOTAL

MEMBER NAME: _____

UNIT NO: _____

DEPARTMENT: _____

DATE: _____

_____ /40 pts - Total Characteristic points

_____ /60 pts - Total Qualities points

_____ /100 pts - Grand Total points

Scorer's initials _____



GOODWILL AMBASSADOR MODEL

An American Legion Auxiliary Goodwill Ambassador delivers goodwill, promotes ALA ideals, and volunteers their time, talents, and passions to raise awareness of serving veterans.

Definition of Goodwill: Goodwill is a kind, helpful, and positive attitude toward others.

Characteristics of Ambassadors:

1. **Brand Knowledge and Appreciation** Goodwill Ambassadors appreciate the importance of the ALA brand and grasp the role social media plays in today's world.
2. **Established Community Presence** Goodwill Ambassadors are needed for word-of-mouth to be successful and reach as many people as possible throughout their communities. The ALA needs a well-established online and social media presence and engaged network.
3. **High Level of Professionalism** Goodwill Ambassadors represent the ALA, speak well of the organization, and encourage others to check out the Auxiliary's programs and benefits.
4. **Passion for Growing Relationships** Goodwill Ambassadors strive to be:
 - respected for knowledge in particular areas
 - sought-after for recommendations and opinions
 - builders of strong, loyal relationships among members and our brand
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Qualities of a Goodwill Ambassador:

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PROFESSIONALISM—represents the ALA in a business-like manner

PASSION / POSITIVE ATTITUDE—is sincere and enthusiastic

KNOWLEDGE—is well-versed in programs, purpose, and policies

INTEGRITY / ETHICS—exhibits trustworthiness and honesty

LEADERSHIP SKILLS—is able to handle various situations, including training, mediation, and/or negotiation for desired results

LOYALTY—is true to the cause

DECISION-MAKING—is making choices through compromise and collaboration

OPENMINDEDNESS / FLEXIBILITY—accepts ideas of others, able to adapt without conflict

MENTORING—shares information and knowledge to increase others' strengths and abilities

COMMITMENT / DEPENDABILITY—can be counted on to see through to completion

EFFECTIVE COMMUNICATION/GOOD LISTENING—is easily understood, uses appropriate language and mannerisms

INTEGRATION OF DIVERSE POPULATIONS—is able to include various cultures, languages, religious affiliations, race, gender, age groups, and education levels