

Being a part of the GCSAA Grassroots Ambassadors Program allows you to be an advocate for the industry and affect change. Being an Ambassador gives you the opportunity to:

- **Support the future of your industry**
- **Increase your understanding of key issues affecting golf**
- **Grow your career**

Grassroots Ambassadors build strong relationships with Congress and are the go-to people with lawmakers and their staff on golf course management issues. The most important thing a Grassroots Ambassador can do is share their story with Members of Congress.



**GCSAA**  
1421 Research Park Dr.  
Lawrence, KS 66049





# HAVE YOUR VOICE HEARD

## BECOME A GCSAA GRASSROOTS AMBASSADOR



### WHAT WE ARE LOOKING FOR...

GCSAA is seeking enthusiastic, motivated members (Class A, SM or C) to serve as a Grassroots Ambassador. The link between the member of Congress and the Ambassador is based on golf facility location. Ambassadors should project a good image, be in good standing within the chapter and community, and have an interest in government issues.

Being an Ambassador is a reasonable time commitment, requiring only two hours a month – one hour for an educational webinar and another to communicate with your paired representative. Additionally, Ambassadors should commit to a two-year appointment and:

- **Attend half of the events and activities on the 12-month Ambassador Engagement Calendar**
- **Meet personally with assigned policymaker or his or her key staff at least two times each year\***
- **Attend Grassroots Ambassador Bootcamp at the Golf Industry Show (if attending and available)**

\*Options: attend an August recess town hall, have a meeting in the district office, attend National Golf Day and/or host a golf course site visit.



### BRING YOUR ENTHUSIASM. WE WILL PROVIDE THE REST!

Ambassadors will receive the tools necessary to be successful. Monthly trainings have previously focused on the following topics:

- **Get Out The Vote**
- **Election outcomes and their affect on GCSAA**
- **Basic legislative process – how a bill becomes a law**
- **Federal budgeting process**
- **End of year government relations reporting**
- **National Golf Day issue preparation**
- **Effective communication with your lawmaker**
- **How to set up productive site visits**

### GCSAA GRASSROOTS AMBASSADOR RECOGNITION



Annually, on the GCSAA Grassroots Ambassador's service anniversary date, he or she will be awarded points based on the completion of at least 50% of activities from the Ambassador Engagement Calendar.

- **.25 service point per year for completion of 50% or more of service related activities (such as attending a town hall meeting, hosting a site visit, attending a federal or state lobby day, etc.)**
- **.50 education point per year for completion of 50% or more of education related activities (such as participating in webinar-based training)**



Please fill in the information below and return to a GCSAA Government Affairs team member or your Field Staff representative if you are interested in becoming a GCSAA Grassroots Ambassador.

Name: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

Contact the GCSAA Government Affairs team at 800.472.7878, ext. 3612 with any questions.