

Being a part of the GCSAA Grassroots Ambassador 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 relationships with Congress and are the go-to people with lawmakers and their staff on golf course management issues. As a Grassroots Ambassador, the most important thing you can do is share your story with Members of Congress.



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 and motivated members to serve as Grassroots Ambassadors. Ambassadors should project a positive image, be in good standing within the chapter and community, and have an interest in government issues. Ambassadors are paired with members of Congress based on golf facility location in most cases.

Time commitment to the Ambassador position is minimal, generally requiring less than two hours a month. What's most important is for Ambassadors to strive to build a relationship with their member of Congress and his/her staff over a two year period. During this time, Ambassadors should:

- **Watch a series of how-to videos on advocacy and participate in a few "live" webinars annually**
- **Create an advocacy outreach plan with GCSAA staff**
- **Meet personally with assigned policymaker or his/her key staff at least two times each year***
- **Attend Grassroots Ambassador training at the Golf Industry Show (if attending and available)**

*Meeting options include: 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 advocates. Trainings have previously focused on the following topics:

- **The legislative process – how a bill becomes a law**
- **How to effectively communicate with your lawmaker**
- **How to set up a golf course site visit**
- **National Golf Day issues preparation**
- **Get Out The Vote**
- **Election outcomes and their affect on GCSAA priority issues**

GCSAA GRASSROOTS AMBASSADOR RECOGNITION

Ambassadors receive transcript points for the following advocacy actions:

Education points

- .05 points for participating in the National Golf Day issues training webinar.
- .35 points for attending Grassroots Ambassador training at the Golf Industry Show.

Service points

- .25 service points for each meeting with your assigned Member of Congress or their staff (such as attending a town hall meeting, hosting a golf course site visit, attending a federal or state lobby day, meeting at the district office, attending National Golf Day, etc.) and reporting that activity to the Government Affairs department.



Sign up today using this code



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.