

What is the Golden Ambassador Program?

The Golden Ambassador Program is an opportunity for residents of Golden and Area A to learn more about the history, culture and offerings of their community. Through this program, volunteers will share stories and local knowledge while getting to know their neighbours. These volunteers will serve as an additional touch point for visitors they might encounter downtown, on the trail, in Spirit Square or at special events. These volunteers will be equipped to respond to visitor inquiries, make referrals as required all while taking pride in what our community has to offer.

Why an Ambassador Program for Golden?

Over 50% of visitors in the [2017 Golden Summer Visitor Survey](#) indicated that the visitor information they obtained in Golden resulted in improving their overall quality of experience, increased likelihood of returning to Golden, visiting places they didn't already know about and participating in activities that they did not originally plan on doing (p. 28 section 3.5). We also know that "... second to their mobile devices, visitors prefer word of mouth visitor information services." When asked about the type of in-destination word of mouth sources they received, 30% of visitors indicated Golden Locals and Local Business as outlets for information. Therefore, by equipping committed, friendly and approachable volunteers with key messaging, we are increasing the opportunities, availability and reliability of visitor information at various touch points through town and area.

How can I participate?

Interested individuals will be asked to fill out a short form to help us learn more about you, your skills and areas of interest. You will then be invited to attend a classroom based training session. From there, you will be able to sign up for your choice of experiential learning opportunities, meet other volunteers and sign up for Ambassador shifts.

Business owners are also invited to participate in the program by contributing prize and/or experience incentives for volunteers, sponsoring the program or hosting a FAM tour.

Are there any requirements to participate as a volunteer?

We are looking to gather volunteers as diverse as our visitors and therefore encourage volunteers from all backgrounds, experiences and interests to apply to the program. Volunteers must be friendly, patient, eager to learn and receive feedback. We encourage people who have stories to share including young and young at heart.

In order to become a Golden Ambassador, volunteers must successfully complete both training sessions (classroom and in-field) and commit to 4 volunteer hours per month. In exceptional circumstances, volunteers may be exempted from this minimum however must talk to a program coordinators for consideration. Volunteers will also be responsible for reporting information on their Ambassador shifts and communicating challenges and successes with the program coordinators.

What will volunteers learn in the training program?

The Golden Ambassador Training Program incorporates 4 hours of classroom based learning and experiential in-field learning. Through their participation in the training, volunteers will learn to:

- Recognize indicators of visitors in need
- Collect information about the visitor through the application of questioning and active listening
- Identify and describe top activities and attractions in Golden and Area A
- Predict diverse needs and accommodations required for travellers of varied ages, cultural backgrounds, sexual and gender identities, physical abilities and experiences and financial means
- Generate recommendations for visitors based on their unique needs and desires
- Demonstrate basic map reading and how to give effective directions
- Recognize when a referral is required and make one politely and effectively