



Discussion Draft of Alternative Paths for Ambassadors

Recognizing that no one cultivation strategy will work for every legislator and every land trust, we've brainstormed a hypothetical point system for becoming an "Ambassador" outside the "traditional" path described on the pledge form. This system may well change, so we're eager to hear your feedback, along with any early success stories we can share. Please send comments and stories to: vrobertson@lta.org.

Success (to be considered an "Ambassador" in each 2-year term)=

- 10 points each for 3 legislators
OR
- 40 points total

Components of the Traditional Path

- Face-to-face with Senator/Rep = 3 points
- Meeting with staff = 2 points (May be able to have different DC/district badges)
- Site visit or LT event = 5 points
- Communication via press, newsletter or social media = 2 points

Member-specific Alternatives

- Site visit/event for staff = 3 points
- Befriend staff outside work = 4 points
- Greet legislator at a public event = 2 points
- Reach legislator through a mutual friend = 3 points
- Phone conversation with legislator = 2 points
- Phone conversation with staff = 1 point
- Get legislator to follow you on twitter = 1 point
- Get legislator to co-sponsor a bill or sign a letter = 2 points
- Respond to a legislator-specific call-to-action from your regional lead = 1 point
- Political contribution (as individual) = 3 points
- Attend fundraiser (as individual) = 5 points
- Host fundraiser (as individual) = 10 points

Other Achievements

- Non-pledged legislator meeting/event = 2 points
- Non-pledged staff meeting/event = 1 point
- State/local official meeting/event = 1 point
- Attend Advocacy Day = 1 point (plus points for each meeting)
- Recruit an ambassador = 4 points
- Advocacy feature in your newsletter = 2 points
- Attend a webinar/workshop = 1 point
- Contribute to Alliance policy program = 3 points
- Respond to our annual priorities survey = 1 point
- Follow your congressional delegation on twitter = 1 point
- "Big Win," i.e., a governor's letter or state resolution on a fed priority = 10 points