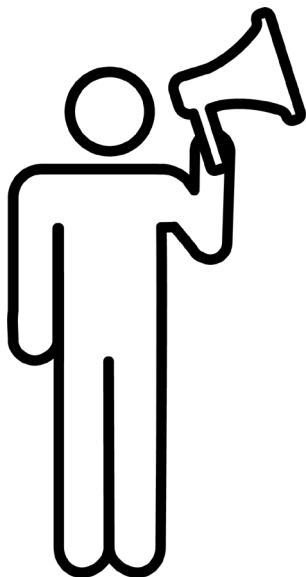


## Brand Ambassador Guide



Becoming an ANFP Brand Ambassador is an opportunity to build support for the CDM, CFPP credential and increase awareness through your community and state.

If you have served as a chapter leader or at the National level, we welcome your knowledge and expertise to the role. Through this role, you can mentor others on the Brand Ambassador team as well as new member advisors. Having volunteer experience is beneficial, but not required.



### Who Can Be an ANFP Brand Ambassador?

- Any ANFP member
- Those looking to advocate for the CDM, CFPP credential and ANFP
- Those looking to expand their network through building relationships with industry alliances and stakeholders
- Those interested in participating as a vendor or presenting at healthcare foodservice industry shows and conferences
- Individuals willing to learn more about ANFP's government affairs initiatives
- Members who would like to teach others about the benefits of the CDM, CFPP credential and ANFP

# Primary Duties Include:

- Act as an ambassador of the chapter and promote CDM, CFPPs and ANFP through public awareness activities
- Develop relationships with key stakeholders, colleges & universities, state health departments (i.e., state dietetics association), community leaders, legislators, regulatory agencies, and the public
- Recruit and train members to act as advisors for new members\*
- Advocate for education promotion and pathways within the state (pathway awareness)
- Advocate for helping local colleges initiating ANFP or CDM, CFPP approved educational courses in your state
- Exhibit at trade shows of allied associations, healthcare shows/conferences, job fairs, or other industry related events
- Become familiar with ANFP National government affairs campaigns/efforts and act as a point of contact for ANFP state chapter members with questions or grassroots advocacy work
- Implement efforts to impact state healthcare/nutrition initiatives, such as writing letters, calling on lawmakers and regulators, and allied associations (i.e., Pride in Foodservice Week, Governors Proclamation for Nutrition Awareness, etc.)
- Meet with allied associations to create alliances and build recognition of the CDM, CFPP credential
- Update board and membership regularly via meetings, newsletter articles, and e-mail
- Submit the Government Affairs Award if your chapter decides to do so. The application can be found in the Chapter Portal (you must be logged into the Member Portal to access the Chapter Portal)

\*New Member Advisor - Advises new members, answers questions, encourages engagement and volunteerism, and helps new members foster relationships with other members and industry stakeholders. Should have knowledge about the chapter, ANFP, member benefits, and resources.



# How to Develop Industry Alliances

## Start with your existing relationships

Which companies and stakeholders are currently supporting your chapter, and how are they doing so? Keep a record of each partner's support.

Who's missing from this list? Vet and build new prospects in the following way:

- Survey and/or ask your chapter members for new company leads

## Meeting Invites

Invite industry stakeholders, allied association members, state dietetics association, to chapter meetings and events either as attendees or speakers.

## Get them on Board

- Follow foodservice industry magazines and digital publications to see which companies are advertising, as well as what new products or innovations are being introduced to the market
- Research other industry events in your area to see which companies are actively participating
- Ask chapter leaders and members to vet new prospects when they attend other food shows or events; encourage them to share any business cards collected while attending
- Ask your existing corporate partners for ideas on new leads

# Maintaining Successful Partnerships

- Thank partners with a personal, hand-written thank you letter following the event
- Reach out and ask how the partnership is going for them; are they happy with their ROI (return on investment)?
  - If not, how can we improve upon it? What suggestions might they have for the next program?
- Keep in contact throughout the year and follow up with any of their questions and requests in a timely manner
- Include partners on relevant communications or send them chapter newsletters to foster long-term relationships



# Top 10 Tips to Achieve Success as a Brand Ambassador

## 1. Know Your Role

Your primary role is to increase visibility of the CDM, CFPP and ANFP. Learn how to explain what a CDM, CFPP does (day to day and strategically - see the CDM, CFPP Scope of Practice), understand ANFP's role in the industry, and support and promote its members and credential holders.

## 2. Familiarize Yourself with the Role

While brand ambassadors do not need to have all the answers, they should become familiar with the tools, resources, and information needed to answer questions about the CDM, CFPP credential and ANFP, referencing information on the ANFP and CBDM websites (i.e., understand the exam eligibility requirements, ANFP Approved Programs, current government affairs initiatives, ANFPtv initiatives, CE, etc.) Ask questions and do your homework to become a resource for other members and industry contacts and vendors.

## 3. Be a Resource on ANFPConnect and in Your Chapter

Share your chapter's brand awareness efforts with your chapter members and regularly post on your chapter social media and communications network as well as ANFPConnect. Post new ideas, exchange best practices with other chapters, and share the revamped toolkit with your members.

## 4. Spread the Word

Word of mouth is surefire way of bringing awareness to the credential. Champion your chapter, the CDM, CFPP credential, and ANFP to other members, industry leaders, healthcare communities, and prospective members and students.

## 5. Network with Other Industry Professionals and Key Stakeholders

Get to know your key industry stakeholders (healthcare associations, aging resources, elder affairs organizations, dietetics associations, LTC surveyors, health inspectors, state dietitian) to educate them on the CDM, CFPP credential and bring awareness to ANFP. Invite them to meetings, ask them to follow the chapter's social media accounts, and include them in chapter communications and important updates.

## 6. Get Social

One of the easiest ways to create awareness and spread information is through social media. Share photos and fun facts, post bite-sized information or infographics, and information about events. Be sure to make your posts shareable. Volunteer for a committee within a healthcare association or community college to help promote food and nutritional education.

## 7. Utilize Available Resources

Check out the Brand Ambassador Toolkit on ANFPConnect and the Government Affairs section of the ANFP website. This page hosts all the advocacy information and tools, CMS regulations updates, and staffing regulation details. ANFPtv videos also offer relevant and useful content and information.

## 8. Get Involved With Your State Rules and Regulations

Build relationships with your governor, state and local representatives, and government officials. Ask to meet face to face to discuss the importance of the CDM, CFPP credential, ANFP, and how they positively affect their constituents in food & nutrition issues. Consider state health inspectors, volunteer at congregate mealsites, and grassroots nutrition initiatives.

## 9. Make the Local Connection

Make an in-roads with local high schools, colleges and universities, community leaders, and health departments.

## 10. Show Off the CDM, CFPP Credential

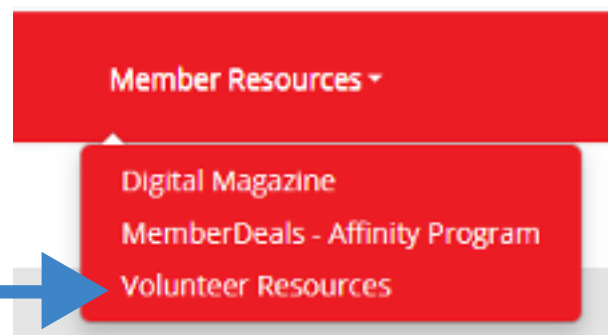
Look into exhibit at industry shows and conferences. Consider local, state, and national organizations where you can host a table or booth and increase awareness throughout the industry. Contact ANFP to learn about available materials.

## Bonus!

Remember, anyone can be an ambassador! Any member can speak to the value of the credential and the impact their work has on individuals they care for and serve.

Visit [www.ANFPonline.org](http://www.ANFPonline.org) to log into your ANFP account and access the toolkit and valuable resources!

For more information on becoming an ANFP Brand Ambassador, contact Abigail Solazzo at 8000.323.1908 ext 123 or [asolazzo@ANFPonline.org](mailto:asolazzo@ANFPonline.org).



# Brand Ambassador FAQ

## Why is it important for a chapter to have a Brand Ambassador?

Becoming an ANFP Brand Ambassador is an opportunity to build support for the credential and increase awareness throughout your community and state. There are many different duties associated with the role that can be distributed among a team of individual brand ambassadors.

## How should I prepare to fill the role of the Brand Ambassador if I am asked or appointed?

The Brand Ambassador should have general knowledge of ANFP and the credential. We encourage you to familiarize yourself with the organization, its initiatives, and resources. To learn more and to become fully equipped, visit [www.ANFPonline.org](http://www.ANFPonline.org). It is important to share your background and experience, (including your strengths and weaknesses) with fellow members. Our goal as Brand Ambassadors is to educate one another, along with our allied partners, supervisors, and other healthcare agencies.

## I do not have much experience as a member of ANFP or as a CDM, CFPP. Can I still fill the role of Brand Ambassador?

Having some volunteer experience is beneficial, but not necessary. If you have served as a chapter leader or at the National level, we welcome your knowledge and expertise to the role. Through this role you can mentor others on the Brand Ambassador team as well as new member advisors. The Government Affairs staff liaison is also here to assist along the way.

## If I have previously worked with, or am currently working with a college or university, and have accepted the role of Brand Ambassador, what is my next step?

We recommend you pass along the college or university contact's information to ANFP's Education Manager by e-mailing [education@ANFPonline.org](mailto:education@ANFPonline.org). ANFP will reach out to the college and provide the information required to begin the process of becoming an approved program.

Continue to build upon your relationship and be committed to seeing the process through to the end. See the next page for more information regarding ANFP Approved Programs.

# ANFP Approved Program FAQ

Once a school has expressed interest in becoming an approved ANFP training program, use these helpful FAQs to answer any questions:

## How many ANFP Approved Nutrition & Foodservice Professional Training Programs are there?

ANFP currently has numerous programs located throughout the United States - these programs are offered as classroom, online, hybrid, and correspondence. The ANFP Approved Nutrition & Foodservice Professional training programs are only offered at accredited post-secondary education institutions.

## How many hours are required for an approved program?

A Pathway I program requires:

- Minimum 120 classroom hours with all clinical nutrition hours taught by a registered dietitian
- 150 field experience hours, 50 hours of which are precepted hours. For the precepted hours, 25 nutrition hours must be precepted by a Registered Dietitian (RD) and 25 foodservice hours must be precepted by an RD, DTR, or CDM, CFPP

Upon successful completion of this program, graduates are eligible to sit for the CDM Credentialing Exam. Some approved programs also offer a Pathway III(b) program - this is for students who already have the minimum requirement of two years of full time non-commercial foodservice management experience. They will need to complete just the didactic portion of the program.

## How long does it normally take for a student to complete the program?

The average length of a program is 10 months.

## Where are the ANFP Approved Programs located?

[This map](#) shows where all of the ANFP Approved Nutrition & Foodservice Professional Training Programs are located. Individual state maps are available upon request by e-mailing [education@ANFPonline.org](mailto:education@ANFPonline.org).

## Where can I refer a prospective student for additional information?

Prospective students can receive additional information by visiting [www.ANFPonline.org](http://www.ANFPonline.org) or calling our Professional Services department at 800.323.1908, select option 1 (Monday - Friday, 8:00 a.m. - 5:00 p.m., CT).

## I have a contact at a local school. Who can I refer them to for additional information on starting a program?

Have them reach out to ANFP Education Manager at [education@ANFPonline.org](mailto:education@ANFPonline.org), or by calling 800.323.1908.

## What are the current eligibility requirements for the CDM Credentialing Exam?

There are currently 6 pathways an individual can apply under to sit for the CDM Credentialing Exam. The most popular pathway is Pathway I, and this is the pathway that our ANFP Approved Nutrition & Foodservice Professional Training Program graduates fall under. Pathway III(b) was designed to offer ANFP approved programs a fast-track process for those students who already have the minimum requirement of two years of full time non-commercial foodservice management experience. They will need to complete just the didactic portion of the program.

