

## Brand Ambassador Role

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Purpose: Increase visibility of the CDM, CFPP and ANFP in the industry at the chapter level. Chapters can have multiple brand ambassadors, and this should be considered a team effort. (*May be a Chapter Board Position depending on your chapter's policies & procedures.*)

As an ANFP Brand Ambassador, the primary role is to bring about awareness of the credential and ANFP within your state and with key stakeholders. Primary duties include:

- Acts 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, community leaders, legislators, regulatory agencies, and the public
- Recruits and trains members to act as advisors for new members.\*
- Advocate for education promotion and pathways within the state (pathway awareness)
- Exhibit at trade shows of allied associations, healthcare shows/conferences or other industry related events
- Understand National government affairs campaigns/efforts and act as key point of contact for chapter members with questions or volunteer work.
- Implement efforts to impact state initiatives, such as writing letters, calling lawmakers, regulators, and allied associations (i.e., Pride In Foodservice Week, Governors Proclamation, etc.)
- Meet with allied associations to create alliances and build recognition of ANFP
- Update board and membership regularly via meetings, newsletter articles, and email
- Submit the Government Affairs Award if your chapter decides to do so. The application can be found at in the chapter portal. (You must be logged into the Member Portal to access the Chapter Portal)

Brand Ambassadors should be knowledgeable about ANFP's Government Affairs campaigns/efforts including, but not limited to: [Access](#)

CDM, CFPP Requirements and Healthcare Regulations in your State: [Access](#)

National initiatives:

ROOTS: [Access](#)

Field Experience as an Apprenticeship – Opportunity America  
Perkins reauthorization | Opportunity America: [Access](#)

ANFP Political Action Committee (PAC) – [Access](#)

**\*New member advisor** - Advises new members, answer 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.