

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, 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 & 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 community. 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 & Key Stakeholders

Get to know your key industry stakeholders (healthcare associations, aging resources, elder affairs organizations) 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-size information or infographics, as well as information on 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 & Regulations

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