

MS Ambassadors:

- **Build** trust and confidence among volunteers, donors, fundraisers, people with MS, health professionals and other community members to promote action and raise awareness about MS.
- **Educate** communities and groups so that more people affected by MS are equipped with the information and resources they need to live their best lives.
- **Engage** communities in our work through programs, events and fundraisers to fuel fundraising progress, build diversity and empower people affected by MS to solve everyday challenges.

Now that you are trained and have access to MS Ambassador resources, use this document to begin reaching out and identifying the right opportunities to get connected in your community.

List of possible MS Ambassador opportunities

- Provide information to local organizations looking to share resources related to MS.
- Engage companies by providing information on opportunities to fundraise, volunteer and attend events.
- Identify local prospects to build awareness and present content about the National MS Society.
- Identify virtual meeting and awareness building opportunities.
- View more ways to [engage in your community](#).

Best practices

- Opportunities should be identified and initiated by MS Ambassadors.
- Ensure that all community opportunities align with the goals of the MS Ambassadors.
- Understand requests, attendance and expectations, and evaluate potential impact.
- Ensure that local requests are an appropriate use of time and resources.
- Utilize digital resources and handouts when possible.
- Work with your staff partner and/or the [MS Ambassador Team](#) if you are unsure if an opportunity is an appropriate fit.

Please note: The guidance above pertains to presentations in your community. If you are interested in planning and hosting an activity, please reach out to your staff partner and/or the [MS Ambassador Team](#) to learn more about additional training requirements and guidelines.