



GOODWILL YOUNG PROFESSIONALS AMBASSADOR PROGRAM GUIDELINES

PROGRAM MISSION & PURPOSE

The Goodwill Young Professionals Ambassador Program (Mission Makers) connects passionate young leaders with Goodwill's mission to empower individuals through education, training, and employment opportunities. Ambassadors serve as advocates, volunteers, and community connectors who amplify Goodwill's impact while developing their own professional and leadership skills.

PROGRAM OBJECTIVES

- Raise awareness of Goodwill's mission and services among young professionals and the broader community
 - Support fundraising and community engagement initiatives
 - Provide volunteer leadership at events and programs
 - Build a pipeline of future Goodwill Ambassadors and community leaders
 - Foster professional development and networking opportunities for members
 - Strengthen Goodwill's presence in the young professional community
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MEMBERSHIP ELIGIBILITY

Age Range: 21-40 years old (flexible based on organizational needs)

Application Requirements:

- Completed application form
- Attendance at an informational meeting or interview
- Commitment to program requirements

Selection Criteria:

- Demonstrated interest in Goodwill's mission
- Professional and/or volunteer experience
- Leadership potential



- Commitment to diversity, equity, and inclusion
 - Ability to fulfill time and participation requirements
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MEMBER EXPECTATIONS & COMMITMENTS

Time Commitment:

- 2-year term (can be renewed)
- Attend bi-monthly meetings (or as determined by the group)
- Participate in at least 3 Goodwill events per year

Financial Commitment:

- Attendance at fundraising events

Participation Requirements:

- Actively promote Goodwill's mission through personal and professional networks
- Engage on social media (share posts, create content, tag Goodwill)
- Recruit new ambassadors and volunteers
- Maintain good standing with program expectations
- Uphold professional conduct and represent Goodwill positively

Communication:

- Respond to emails and communications within 2 business days
 - Notify leadership in advance of absences from meetings/events
 - Actively participate in group communications
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ORGANIZATIONAL STRUCTURE

Executive Committee:

- Chair/President
- Vice Chair/Vice President
- Committee Chairs (*as needed*)



Staff Liaison:

- Goodwill staff member assigned to support the Ambassador program
 - Serves as primary point of contact between Ambassadors and organization
 - Provides resources, guidance, and administrative support
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LEADERSHIP ROLES & RESPONSIBILITIES

Chair/President:

- Lead monthly meetings and set agendas
- Serve as primary liaison with Goodwill leadership and staff
- Represent Ambassadors at organizational events
- Mentor new members and develop future leaders
- Commitment: 4-6 hours per month

Vice Chair/Vice President:

- Support Chair and assume duties in their absence
 - Oversee committee coordination
 - Lead special projects as assigned
 - Succession planning for Chair role
 - Commitment: 4-6 hours per month
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MEETINGS

Frequency: Bi-Monthly (or as determined by the group)

Format: In-person, virtual, or hybrid

Attendance Policy:

- Members expected to attend at least 75% of meetings
- Excused absences must be communicated in advance to Chair
- More than 3 unexcused absences may result in membership review



Meeting Structure:

- Welcome & introductions
- Review of minutes and action items
- Old business
- New business
- Announcements and upcoming events
- Networking/social time

Quorum: 50% of active members required for voting on official business

MEMBERSHIP BENEFITS

- Professional development and leadership opportunities
 - Networking with like-minded young professionals
 - Behind-the-scenes access to Goodwill programs and impact
 - Recognition on Goodwill website and marketing materials
 - Invitation to exclusive Ambassador events
 - Letters of recommendation for professional advancement
 - Opportunity to serve on Goodwill Board of Directors in the future
 - Resume-building volunteer experience
 - Social events and team-building activities
 - Discounts at Goodwill stores
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CODE OF CONDUCT

All Ambassadors are expected to:

- Represent Goodwill with integrity and professionalism
- Respect confidentiality of sensitive organizational information
- Promote diversity, equity, inclusion, and belonging



- Avoid conflicts of interest and disclose potential conflicts
- Refrain from using Ambassador status for personal gain
- Engage respectfully with fellow members, staff, clients, and community
- Follow all Goodwill policies and procedures
- Comply with applicable laws and regulations

Prohibited Activities:

- Harassment, discrimination, or bullying of any kind
- Misrepresentation of Goodwill or the Ambassador program
- Unauthorized use of Goodwill name, logo, or materials
- Activities that damage Goodwill's reputation or mission
- Sharing confidential or proprietary information

Violation Consequences:

- Violations will be addressed by Executive Committee and Staff Liaison
 - Consequences may include warning, probation, or removal from program
 - Serious violations will be reported to Goodwill leadership
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MEMBERSHIP REVIEW & ACCOUNTABILITY

Annual Review:

- Members will complete annual self-assessment of participation
- Executive Committee reviews overall member engagement
- Recognition of outstanding contributors

Performance Concerns:

- Staff liaison or Chair will address attendance or participation issues
- Member will have opportunity to discuss challenges and solutions
- Improvement plan may be developed, if needed

Grounds for Removal:

- Failure to meet minimum participation requirements
- Violation of Code of Conduct
- Behavior detrimental to Goodwill or the program
- Voluntary resignation

Exit Process:

- Members may resign at any time with written notice to Chair
- Exit interview encouraged to gather feedback
- Return of any Goodwill materials or resources
- Recognition of service and contribution

PROGRAM EVALUATION

The Ambassador Program will be evaluated annually based on:

- Member satisfaction and retention
- Number of volunteer hours contributed
- Events supported and attendance
- New members recruited
- Social media engagement and reach
- Community awareness generated
- Achievement of annual goals

Feedback Mechanisms:

- Annual member survey
 - Regular check-ins with Staff Liaison
 - Open forum at designated meetings
 - Exit interviews with departing members
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AMENDMENTS

These guidelines may be amended by:

- Majority vote of Ambassador membership
 - Approval by Goodwill staff liaison and leadership
 - Written notice of proposed changes provided at least 2 weeks in advance
 - Amendments become effective upon approval unless otherwise specified
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PROGRAM CONTACT INFORMATION

Staff Liaison: Alexandra Yoskey, Marketing & Events Manager

Email: ayoskey@goodwillgoodskills.org

Phone: 330.232.2370

Ambassador Chair: TBD

Email: TBD

Program Website/Social Media:

goodwillgoodskills.org/mission-makers | Social: @goodwillgoodskills

ACKNOWLEDGMENT

By joining the Goodwill Young Professionals Ambassador Program, I acknowledge that I have read, understood, and agree to abide by these guidelines.

Signature: _____

Printed Name: _____

Date: _____

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