



EMBRACING  
*The Call*

Ambassador Program Overview

*Opportunities for  
Alliance Defending Freedom Ambassadors*

**A**mbassadors are faithful supporters of Alliance Defending Freedom (ADF) who are committed to making a lasting impact by keeping the doors open for the Gospel. They share a common interest through their relationship with the ministry, which is demonstrated by a passion to give of their time, talent, and treasure to further the mission of ADF.

## Program History

The Ambassador program was created during the summer of 2003 in response to our many Ministry Friends who asked, “What more can we do than simply write a check?” After the success of the initial pilot program, the first class of Ambassadors attended training as part of the ADF Academy in July of 2004.

## Ambassadors in Action

Ambassadors are trained and equipped to introduce ADF to friends, family, peers, and contemporaries in their communities and spheres of influence. Additionally, Ambassadors become the eyes and ears of the ministry in their respective communities.

The Ambassador program has grown into a vibrant group of individuals with diverse personalities, spiritual gifts, talents, and skills. Ambassadors use their unique abilities to further the mission of the ministry by volunteering their time in a variety of impactful ways.

## Mission Statement

To serve Alliance Defending Freedom in its mission to build an alliance to keep the doors open for the Gospel by advocating for religious liberty, the sanctity of life, and marriage and family.

## Theme Verse

“Apart from Christ, we can do nothing.” John 15:5

ALLIANCE DEFENDING FREEDOM  

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AMBASSADORS®

“I AM THE VINE; YOU ARE THE BRANCHES.”

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## AMBASSADOR *Commitment*

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*Ambassadors are volunteers who personally manage their own time and activities to advance the ADF mission. Many Ambassadors feel called to this ministry and consider their volunteer efforts a meaningful way to serve God and advance His Kingdom.*

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### **Connect**

Remaining well-informed on ADF issues, cases, and the Ambassador program through training and resources is vital to being an effective Ambassador. Therefore, all Ambassadors are asked to complete initial training, receive Ambassador and ADF communications, and when possible, attend local, regional, and national events. These events are designed to bring together the Ambassador community and increase its effectiveness.

### **Serve**

Ambassadors bring to ADF their diverse personalities, spiritual gifts, talents, and skills. Whether they speak, host events, fundraise, or blog and reach the social media world – there is a place for every Ambassador. We encourage all Ambassadors to prayerfully determine how they can use their God-given gifts to advance the mission of ADF.

### **Pray**

Prayer is at the heart of the ministry of ADF. We ask each Ambassador to pray faithfully for ADF as it engages in this spiritual battle (Ephesians 6:12).

### **Give**

A critical part of serving as an Ambassador with ADF is being an active Ministry Friend. Active Ministry Friends are those who financially support ADF on a regular basis. There is no specific giving amount required of Ambassadors, but it is expected that Ambassadors will make at least one financial gift annually.

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## AMBASSADOR *Commitment*

### **Invite**

Ambassadors are in a unique position to influence the culture and share God's truth with those around them. They spread the word by inviting others to learn more and share the vital work of ADF within their spheres of influence. This is done in a variety of ways — by word of mouth, social media, or by sharing our marketing materials. In addition to adding more Ministry Friends through these efforts, Ambassadors also recruit others to become Ambassadors, thereby substantially growing the reach and impact of the program.



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### **Length of Commitment**

We ask that trained Ambassadors commit to one-year terms. In January of each year, Ambassadors will be asked to either re-commit to or resign from their position as Ambassador. Our hope is for a long-term relationship.

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# AMBASSADOR

## *Commitment*

### **Levels of Engagement**

Three levels of engagement are available to Ambassadors to accommodate their availability or season-of-life.

#### **Ambassador:**

Typically new Ambassadors or Ambassadors with time constraints who wish to be engaged in their areas of specific passion. Over time, Ambassadors can choose to increase their participation and advance to the Ambassador Gold level.

#### **Ambassador Gold:**

Those fully engaged in ADF advocacy and communication strategies. They commit to a higher level of engagement and support.

#### **Ambassador Emeritus:**

Ambassadors with five or more years of service who need to adjust their level of engagement. This status values their past contributions. Ambassadors Emeritus are invited to continue with select communications, briefings, and invitations to functions.



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**AMBASSADOR**  
*Opportunities*

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*“Just as a body, though one has many parts, but all its many parts form one body, so it is with Christ. For we were all baptized by one Spirit so as to form one body ...*

*Even so the body is not made up of one part but of many ...  
Now you are the body of Christ, and each one of  
you is a part of it.”*

1 Corinthians 12:12-14, 27

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# AMBASSADOR *Opportunities*

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## **Overview**

As an Ambassador, you are an important part of the greater Alliance and act as the eyes and ears of your community. There are numerous opportunities for you to engage in the battle to protect religious liberty, the sanctity of life, and marriage and family. The Ambassador Leadership Team will regularly communicate ADF's legal and marketing strategy to Ambassadors in order to equip you to make the greatest impact.

In addition to sharing our strategy and objectives, there will be times when Ambassadors can serve as an information agent to your communities. Specifically, we request that you participate in local petition efforts, distribute information to your churches and personal contacts, work a conference booth distributing information and engaging in conversation with interested visitors, write letters to your local newspaper editors, or participate in social media activities. You will have access to a special Ambassador Community website where you can connect with other Ambassadors, find resources, and create a personal contact list so that you can introduce ADF to your friends.

We want to expand the Ambassador program. We have found that the most effective way to add new Ambassadors is through the referrals of our existing Ambassadors. Your personal witness and testimony will be immensely valuable in this regard. When you refer prospective Ambassadors for consideration to the Ambassador Leadership Team, we will interview them and determine how they can best serve Alliance Defending Freedom.

Being an Ambassador is a constant learning opportunity. Our most accomplished Ambassadors have many years of seasoning and experience that they will share with new or developing Ambassadors through training, community-building events, the Ambassador Summit, the Ambassador Community website, as well as several other conferences that ADF sponsors.

On the following pages, you will find a list of activities available for you to engage in. ADF recognizes that we all have unique talents and are called to be different parts of one united body. There are many ways Ambassadors can serve, and we encourage you to follow your passion and God's leading when these opportunities arise.

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# AMBASSADOR

## *Activities*

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### **Pray**

Whether you join the Ambassador Prayer Team or pray on your own, you can effectively support the ministry through prayer. Apart from Christ, we can do nothing. (John 15:5)

### **Network**

Work within your existing community of influence to raise awareness and support for the work of ADF. You will have many opportunities to be an information agent, distributing information to like-minded people. Simply learn to share ADF in your normal daily activities, such as:

- Church enrichment study groups
- 1:1 appointments with like-minded friends and acquaintances
- Men's and women's ministries
- Local affinity groups (Knights of Columbus, Rotary, political clubs and gatherings)
- Christian and other charitable foundations
- Local radio or television opportunities

### **Generate Contacts**

Ambassador referrals are by far the best means of acquiring and retaining long-term ADF Ministry Friends, who will assist in raising funds and support needed to defend religious liberty, the sanctity of life, and marriage and family. Ambassadors have been proven to recruit the best contacts and approximately one-third of those contacts will go on to support the work of ADF. There are two main ways to generate contacts:

1. Distribute ADF information at your church or at convention booths, and collect response cards
2. Enter contact names you accumulate into the Ambassador website database, and we will send them an introduction packet about the work of ADF.

### **Ambassador Events**

Hosting events is a natural way for Ambassadors to introduce ADF to others. Events may be as small as a few couples in a home for coffee and dessert, or as large as a hotel ballroom with 500 people including Michael Farris, ADF president, CEO, and general counsel, or other speakers and entertainment. At any size event, Ambassadors can come alongside ADF in making events effective and encouraging.

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# AMBASSADOR

## *Activities*

### **Church**

Ambassadors can act as an information agent to their church and other churches within their region by providing relevant information to the pastor and church leaders. They can invite their pastor to learn more about these issues and to speak boldly from the pulpit, determine if funding is available through the missions program or periodic collection of offerings to support ADF, host a quarterly booth table after service, and facilitate presentations and seek opportunities to keep local congregations informed of the legal issues facing our country.

### **Be a Community Influencer**

Get active in your local community. Run for your local school board or city council. Volunteer at your local crisis pregnancy centers. Learn how to become a sidewalk counselor outside abortion clinics. Attend town hall and city council meetings. Have ADF be your vehicle for making a cultural impact.



### **Awareness**

Be aware of local matters that pertain to the legal issues we face and, upon request by the ADF Advocacy Team, perform reviews of public policies at places such as schools and libraries. Search out local instances where religious discrimination exists and make this information known to the Ambassador Leadership Team. Be the eyes and ears of the ministry in your community. Refer clients to ADF when you observe instances in which Christians are persecuted for their faith.

### **Presenting ADF**

Some Ambassadors have been especially equipped to inspire and energize a group or crowd of people. Ambassadors who are addressing a group of like-minded believers can utilize the Ambassador PowerPoint presentation and script to effectively communicate about ADF.

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# AMBASSADOR

## *Activities*

### **Letter to the Editor**

Your local newspaper is all too often a forum for the agenda of our opponents. Ambassadors with writing skills and a passion for the cultural issues of the day may choose to draw from templates available on the Ambassador website. You can be a powerful voice for good and take up the cause for Christ in your local newspaper.

### **Social Media/Blogging**

Social media is a quick and effective means of communication. You can be a tremendous help by spreading the word about ADF and current cultural issues through this medium.

### **Special Ambassador Initiatives**

There are times when ADF will launch special initiatives to support the ADF Advocacy Team's strategy. These are specific activities that will meaningfully influence the outcome of our legal advocacy efforts. These special projects are announced through Ambassador communications, such as the newsletter, email blasts, or the Ambassador webinar.

### **Team Up with Other Ambassadors**

*“And let us consider how we may spur one another on toward love and good deeds, not giving up meeting together, as some are in the habit of doing, but encouraging one another — and all the more as you see the Day approaching.” Hebrews 10:24-25 (NIV)*

You will have opportunities to talk with other Ambassadors throughout the year to get new ideas and to encourage them by sharing yours. Commit to meeting, either personally or via phone, with other Ambassadors in your area or those in closest proximity. Get connected. Be the catalyst. Start the movement!

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**AMBASSADOR**  
*Information*

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For more information on how you can become an  
Alliance Defending Freedom Ambassador, contact:

AMBLEadership@ADFlegal.org or 800-835-5233

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WE CAN DO NOTHING.

*John 15:5*



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