



# Staff Ambassador Program

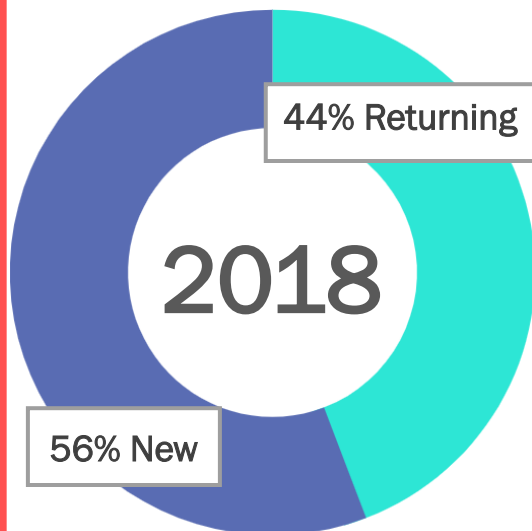
October 15, 2018 - May 15, 2019

## WHAT ARE STAFF AMBASSADORS?

Staff Ambassadors are volunteer promoters who help us recruit the next generation of life changers at Northern Tier. We know from surveys that over two-thirds of new staff submit an application because someone encouraged them to do so. That's where you come in! Whether you recruit a friend or recruit a classmate at a college job fair your influence is vital to our effort. The best part? We will reward you for each person you help us recruit!

**42% of new staff applied because someone asked them to.**

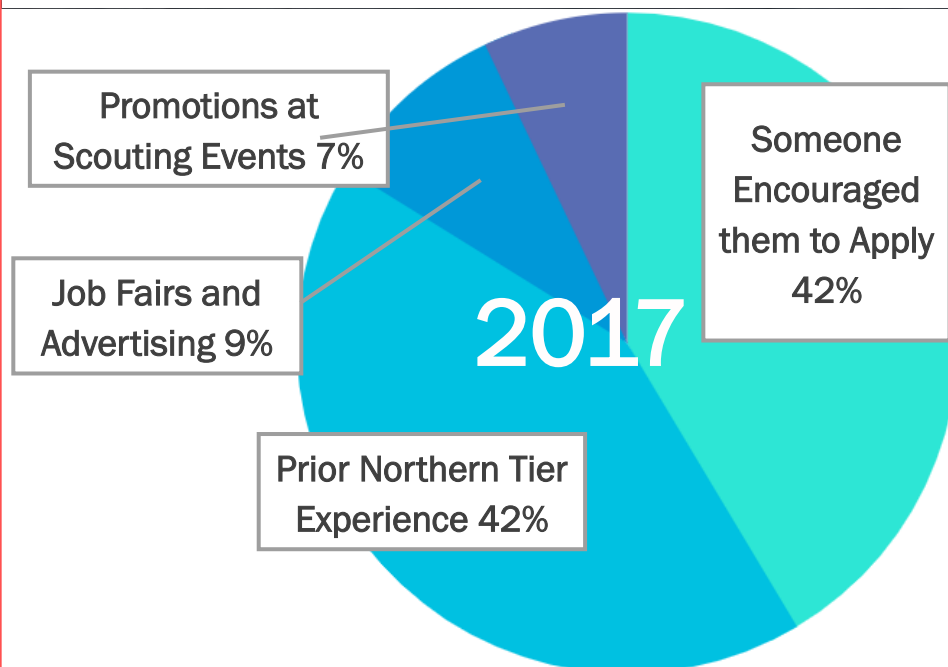
## NEW STAFF VS. RETURNING



*In 2018 over half of our staff were new... And YOU are the best recruiter we have.*



## WHERE DO STAFF COME FROM?



*Data based on voluntary feedback collected in 211 staff applications for the 2017 summer season.*

# WAYS TO RECRUIT

## Promotional Events

**REQUIREMENTS** Find a promotional opportunity and submit it through our staff promotion portal. Your request will

be reviewed, and a full-time team member will work with you to get your event approved or help you find another qualifying event. To be an event staff ambassador, you must receive a positive end of year evaluation.

### EVENT GUIDELINES

- Events we would like to be a part of include job fairs, promotional tables in student unions or cafeterias, presentation opportunities with student groups, pizza party cultivation events, etc. Events focused on summer jobs such as summer camp job fairs are preferred. Don't be afraid of creativity!
- Caution should be used when attending events so that we do not take away from local council's and their opportunity to recruit staff for local camps.



### EXPECTATIONS

- Be enthusiastic and engaging. Talk up Northern Tier opportunities in a positive and truthful manner.
- Working at Northern Tier is a hard job. Be honest and open about our expectations.
- As an official representative of Northern Tier High Adventure and the Boy Scouts of America you will be expected to look the part. A Northern Tier uniform is not required, but a collared shirt and clean pants are most appropriate.
- You will be expected to provide your own transportation and housing for any event you agree to attend.

### WHAT YOU CAN EXPECT FROM NORTHERN TIER

- Upon approval, you will work with a member of the Northern Tier management team to coordinate the details of your event.
- Northern Tier will cover the registration cost of any event that is agreed upon as part of this promotional program. If you choose to register on your own before approval is granted, reimbursement cannot be guaranteed.
- Promotional materials mailed to you in time for your event (4 weeks' notice is required to ensure we can fully process your request).
- A "Northern Tier Recruiter" gift bag as a thank you gift for your time.



# WAYS TO RECRUIT

## Propose an Event

Do you have an event in mind or are you interested in attending an event we have identified in your area? Give us a call!

**218.365.4811**



## Refer Someone and Get Rewarded

Every application received with your name listed on the “Referred By” line.

How did you learn about working at Northern Tier High Adventure?

☒ Referred By: \_\_\_\_\_

☐ Previous Northern Tier Experience

☐ Former Northern Tier Staff Member

1 entry in a prize drawing that will be held during the first wave of staff training for the summer of 2019.

Every application received with your name listed on the “Referred By” line who are hired and complete staff training.

\$35 VISA gift card.



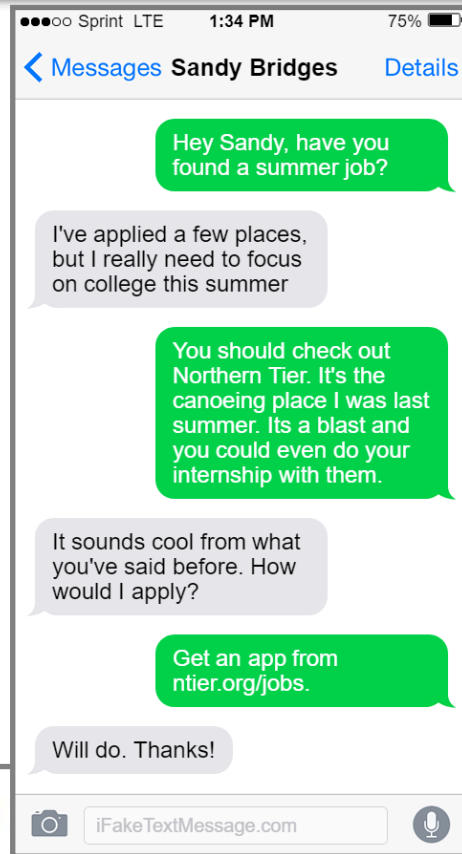
*“A great person attracts great people and knows how to hold them together.”*

*-Johann Wolfgang Von Goethe-*

# #Get Social. @Share Your Story!

Share a message on social media with your friends! Feel free to tag us or share one of our social media channels as part of your message.

#WhatsYourSummerJob  
#PaddlePortagePaid





# MULTIPLE STAFF RECRUITER BONUSES

Need more reasons to be a Staff Ambassador? Recruiting multiple staff members qualifies you for bonus gifts! Applicants must list you on the "Referred By" line and successfully complete staff training. You will be able to select one gift from each qualifying category up to the corresponding number of staff you recruit.

**DONATE \$**

In lieu of accepting bonus gifts you may also choose to donate the cost of your gifts to Northern Tier Outreach and Scholarships. \*Not tax deductible.

In lieu of accepting bonus gifts 2019 interpreter staff may elect to choose a trip

**SCHEDULE**

of their choice!

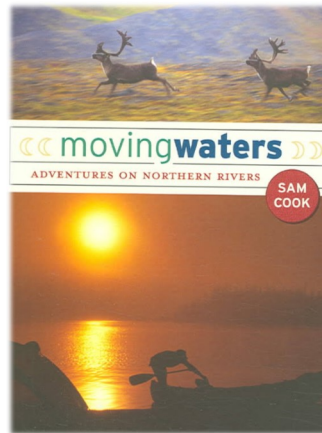
## 3+ Staff Recruited



Staff Hat



18 fl oz Travel Tumbler



Moving Waters:  
Adventures on Northern Rivers.  
Book by Sam Cook

**DONATE \$20**

**SCHEDULE**

## 10+ Staff Recruited

## 5+ Staff Recruited



Northern Tier Staff  
Lightweight Quarter Zip  
Pull-Over.



Princeton Tec  
Remix Headlamp

**DONATE \$40**



Columbia EvaPOURation  
Jacket



Northern Tier Staff Soft  
Shell Jacket

**DONATE \$75**