



**25th Annual
National Conference
San Diego, California**

**2009 Professional Practices Program
“Ambassadorship Program”**

Richmond, Virginia

Submitted by:

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City of Richmond

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Ambassadorship Program

The Office of the General Registrar for the City of Richmond has the responsibility and duty to educate the public about the voting process and how to use the Direct Record Electronic (DRE) voting equipment which is owned by the locality. It also registers persons to vote and recruits officers of elections. The agency is "killing" these three "birds" with one stone through its Ambassadorship program.

The Office of the General Registrar developed the Ambassadorship program in 2005 when it purchased new voting equipment. At the time, there were so many demonstrations planned and requested, the Office had to train a cadre of special instructors to meet the demand. The instructors learned the voting equipment thoroughly and were trained on proper completion of voter registration applications. In turn, these instructors go out into the community and demonstrate voting equipment. While demonstrating equipment, they are also actively recruiting election officers. The final piece of the program is to identify, for each of these events, a citizen or organization and train them to conduct a voter registration drive. By using citizens rather than staff for this purpose, we can reach many more persons than if we used staff alone.

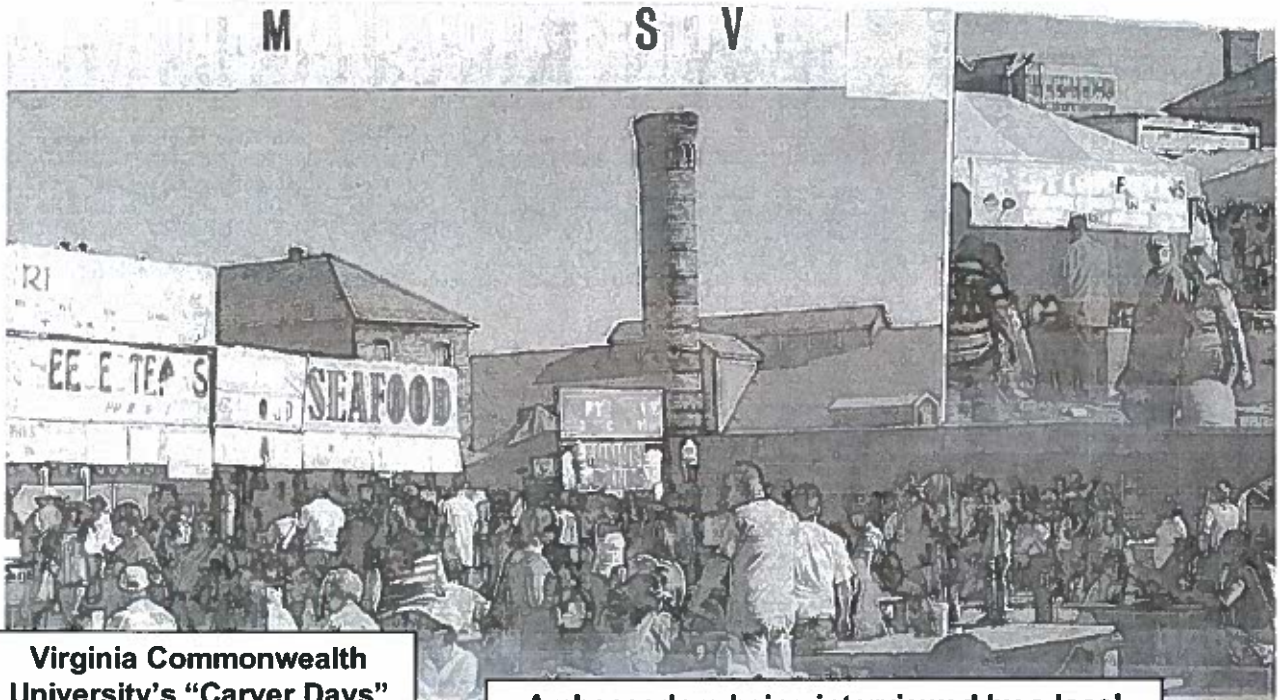
Persons selected to work in the Ambassadorship Program must demonstrate a positive attitude, excellent communication skills and "people" talent. They must also possess the knowledge of the election and voter registration process, and be capable of handling the public in different socio and economic settings as well as in various weather conditions. The Office considers them to be its "Ambassadors" to the community.

Results and Benefits

The Ambassadorship Program has better prepared many of our registered voters for Election Day, and it showed in the recent presidential election. Senior citizens learned that the DRE's aren't as scary as they originally thought. Our visually and physically handicapped voters enjoyed the choice of voting with assistance or voting independently using our audio program. Many of our Chief Election Officers reported that the Ambassadorship Program was complimented many times on Election Day. We see that this program has built and developed strong community ties. It has promoted goodwill and better understanding of the voting process

What's in the Future?

The Ambassadors have worked 157 sites since June 2005. Only during the first year was it necessary for the Registrar's Office to set up sites. Now, the community event coordinators call us and we presently have a waiting list.



Virginia Commonwealth University's "Carver Days"

Ambassadors being interviewed by a local radio station during the "2nd Street" festival.



Senior Day at the Arthur Ashe Center



An Ambassador training a community volunteer on how to conduct voter registration drives.



Moore Street Missionary Baptist Church
1408 West Leigh Street, Richmond, Virginia 23220
(804) 358-6403/(804) 359-0787 (fax)

Dr. Alonza L. Lawrence, Pastor

August 20, 2008

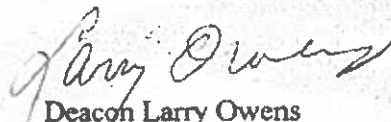
Ms. J. Ingram
Voter Registration Department, Room 105
City Hall
900 East Broad Street 23219

Dear Ms. Ingram:

We are requesting ambassadors from your group to demonstrate the use of your voting machines and additional voter registration information for the members of Moore Street Missionary Baptist Church and the Carver Area. We also need for you to recruit voter officials for this area.

Thanking you in advance.

Yours in Christ,



Deacon Larry Owens
Moore Street Missionary Baptist Church

"Make a Joyful Noise"
Psalm 100



OCT. 3-5, 2008

EVENT SPONSOR

Official Parking Pass
Greater Richmond Convention Center
Parking Deck, 3rd and Marshall

VALID:

SATURDAY, OCT. 4

SUNDAY, OCT. 5

(parking based upon availability)

5th District's Senior Citizen's Day

Agenda

Mistress of Ceremonies
Bernice Travers

Opening Bernice Travers
President of Travers & Associates

Invocation Bessie Jones
President of Westend Civic Association

Welcome & Introductions Council Member Marty Jewell

Speakers Henry McLaughlin, Esq.
Yvette Jones, Senior Citizen's Advocate
Cora Dickerson, United Way Services
Secure Horizons Representative
Terry Wagoner, City of Richmond Registrar's Office

Questions & Answers

Closing Remarks Council Member Marty Jewell

Grace Bessie Jones

Lunch

Voting Machine Demonstrations

Thank you for your participation!

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&

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