



Executive
Women's
Forum

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Benefactor Resources

Ambassador Description

Role Overview

The EWF Executive Ambassador serves as the strategic lead for their organization's partnership with the Executive Women's Forum (EWF). The Ambassador ensures the organization fully leverages EWF membership and programming to support talent development and shared goals.

The Ambassador appoints one (preferably two) EWF Champions, who work closely with the EWF Membership Engagement team to drive participation and engagement across the organization.

Position Expectations

All Ambassadors – Men & Women:

- Communicate organizational support for EWF participation and encourage engagement.
 - Reinforce why members were selected for membership.
 - Clarify expectations and partnership goals.
- Attend meetings hosted by EWF Founder, Joyce Brocaglia.
- Partner with Champions – and chosen members – to establish goals and expectations for the partnership.
- Stay connected with Champions on member engagement, event participation, and overall success. Identify high potential or critical talent to participate in EWF programs.
- Regularly gather feedback from members and Champions.
- Consider hosting an in-person or virtual event with the EWF.
- Ensure complimentary Annual Conference passes are used effectively; coordinate purchase of additional discounted passes if needed.
- Share EWF involvement and partnership highlights on LinkedIn and other platforms.

Ambassadors who want to deepen impact may:

- Connect industry peers to EWF leadership or the Partnership team.
- Enroll team members in EWF Leadership Academy programs and promote offerings across functions (technology, HR, learning & development, etc.).
- Collaborate with EWF on creative ways to showcase the organization's commitment to advancing women leaders. .

Women Only:

- Hold a membership seat with the EWF.
- Be a Lift mentor.
- Attend the EWF Annual Conference