

NLC Ambassadors share an enthusiasm and passion for celebrating, invigorating and expanding sacred choral music.



NLCA.com

The benefits of the NLC Ambassador Program go beyond tangible things...

It is our hope that those who attend a concert of the National Lutheran Choir will gain:

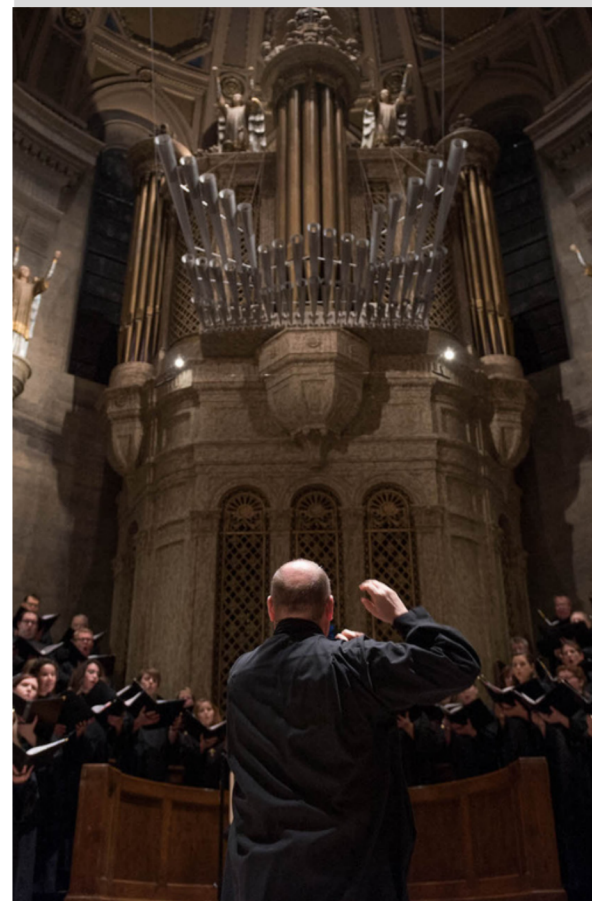
- An affirmation of faith through the gift of music and sacred text
- A musically inspiring religious experience
- The opportunity to engage people of all ages in nurturing and supporting the sacred choral music tradition
- An introduction to new music
- The chance to connect with a wonderful group of musicians in community with members of their own congregation

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AMBASSADOR PROGRAM



A program to broaden awareness of the National Lutheran Choir within local congregations

What is the Ambassador Program?

The National Lutheran Choir ambassador program seeks to broaden the awareness of the NLC and to affirm the music ministry that takes place within congregations every week. We are seeking volunteers to serve as liaisons between the NLC and individual members of the church.

Ambassadors serve as advocates of the National Lutheran Choir by:

- Sharing information about the National Lutheran Choir
- Ensuring that announcements about NLC concerts are included in church publications, both electronic and print
- Encouraging individuals or groups from congregations to attend concerts and events
- Informing church choirs and their directors about NLC workshop opportunities throughout the year

Interested in hearing more?
Contact the NLC Office:
612.722.2301
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David Cherwien, Artistic Director, invites the assembly to join in singing at the annual Christmas Festival, performed each year at the Basilica of Saint Mary in downtown Minneapolis.

What are ways ambassadors serve congregations and the NLC?

In addition to posting announcements about upcoming concerts and other NLC activities, Ambassadors encourage and assist in facilitating individuals and groups to attend concerts or NLC events by:

- Distributing choral coupons for discounted prices to NLC concerts
- Collecting names of individuals in your congregation to be entered into a drawing for NLC season ticket passes
- Coordinating a group of individuals from your congregation to attend an NLC concert together (Groups of 10 or more receive discounted tickets.)
- Signing up to volunteer as an usher or ticket-taker at NLC's concerts