



NATIONAL
LUTHERAN CHOIR

AMBASSADORS

How Ambassadors Can Support the NLC

As an NLC Ambassador, you are of utmost importance because you help us pursue our goal to bring sacred choral music to everyone, everywhere. Below is a list of ideas for how you can help share our music during this season and beyond.

We appreciate every moment you give to the NLC! Thank you Ambassadors!

Note: We recognize that not all of these ideas are applicable to both types of Ambassadors (Virtual and Local). Please select the ones that make the most sense for you and your community!

- Inform your community, congregation, and other social circles about the NLC and our mission
- Organize a ticket or Virtual Subscription giveaway
- Share Choral Coupons to invite new audience members to concerts
- Invite and encourage people or organize a group to attend our concerts
- Organize a watch party for a virtual program
- Ensure our bulletin announcements are making it into your institution's news publications
- Share our digital content that is on YouTube
- Make announcements in your congregation about news from the NLC
- Share our posts on Facebook and Instagram
- Post posters around your church and community about our events (both digital or in person!)
- Encourage people to gift a Virtual Subscription (only \$30!) to a friend or family member
- Complete and forward the email templates you'll receive to help promote various programs
- Listen to and share our music that is on Spotify
- Organize a group of people to attend the Gala (or watch the stream)
- Encourage your congregation to integrate NLC music in their services or at events
- Invite people to volunteer for the NLC at concerts and events
- Share an image of yourself at a concert or event on social media
- Refer new Ambassadors
- Be creative! *How would your community like to engage with the NLC?*

Have a new idea but need some support from us to make it happen? Don't hesitate to reach out! Email Sarah at sarah@nlca.com and we'll work with you to see what possibilities we can pursue.