



Root Ambassador Program Guidelines

We are thrilled that you/your organization are working with us to help spread our reach! We've put together an ambassador program to empower you to help us grow the Root community. Root ambassadors are our super fans and they play an integral role in sharing the impact of Root in their classrooms, camps and conferences across the country. Ambassadors are selected to serve as a strong link between their academic programs and students, educators, parents and peers. We're looking for people who want to share their experiences with others. Below you will find some additional details about the program and how to apply! Together, we can get anyone coding™

Eligibility Requirements

If you would like to be an ambassador, please fill out the form/survey on the ambassador page. Ideally you can reach many others who are like-minded educators or leaders within their programs and have a significant social following.

You must be able to represent Root for at least six (6) months and conduct the activities listed but not limited to the below:

Activities

- Represent Root at two or more events throughout the six month ambassador term.
- Be featured on the Root website and Social channels, including an ambassador profile
- Be willing to have prospective teachers, students contact/communicate via phone, email, or in-person and answer questions about Root
- Be knowledgeable in the STEM/STEAM space and what the goals of Root are in their market/age group
- Host workshops and events to showcase Root and communicate the impact Root has on education. Share your experiences using, teaching with and presenting about Root via Social Media (Facebook, Instagram, Twitter, YouTube, LinkedIn, Pinterest).
- Other activities could be blogs, website updates, newsletters, word of mouth, research papers, etc.

Benefits

- Each ambassador will receive a Root Swag Bag with:
 - Loaner Root robot and related accessories
 - Getting started guide / Product information
 - Social media posting guidelines
 - Content cards
 - Brochures (to hand out)
 - Social stickers
 - Root ambassador t-shirt
 - Other exclusive incentives for ambassadors
- Contribute to the Root educator and student communities
- Dedicated space on [RootRobotics.com](https://www.rootrobotics.com) to share experiences

If you are interested in applying to be a Root Education Ambassador, please email educators@rootrobotics.com and tell us a little bit about yourself and your network.

1. Which district/ school(s) or organization do you serve?
2. Are you an educator? School leader? Or other? Please describe the role(s) that you play.
3. Write a brief summary about the types of events you're involved in. Tell us a little about the events' audiences and reach.
4. How do you envision yourself being an advocate for Root at these events? For example, you can describe some ideas for Root workshops at conferences or topics you might want to speak about.
5. What other educational forums and events are you typically involved in?

While we love all of our Root ambassadors, this is a volunteer, unpaid position. You are not considered an employee of Root Robotics.