



**LETR Ambassador**  
**Program**  
**Handbook**

**Revised 4.16.25**

# LETR Ambassador Program Overview:

## Requirements, Expectations, and Selection Process

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The LETR Ambassador Program is built on a foundation of unity, inclusion, and growth, offering each Ambassador the chance to play a vital role in strengthening relationships between athletes and officers while advancing the mission of the Montana Law Enforcement Torch Run. Guided by the following principles, this program empowers Ambassadors to make a meaningful impact:

- **Embrace unity and inclusion**
- **Enhance athlete/officer relationships**
- **Highlight personal strengths and personalities**
- **Promote understanding of LETR values and contributions**
- **Ensure consistency across Ambassadors and years**

### Eligibility and Nomination Requirements:

- Athletes must have actively participated in Special Olympics for a minimum of five years.
- Athletes must be nominated by an area representative, team member, coach, mentor, Local Program Coordinator (LPC), family member, and/or law enforcement officer.

### Requirements for Ambassador Role:

- ✓ **Support system:** A mentor is required to assist with conference calls, review LETR materials, and help manage Ambassador responsibilities.
- ✓ **Commitment:** Ambassadors serve a three-year term, from March to March.
- ✓ **Representation:** Act as the athlete representative for Montana LETR.
- ✓ **Travel readiness:** Be willing and able to travel (virtual options may be available). Key travel could include:
  - World Tour: a 3-day trip across Montana
  - Annual Kick-Off Conference in March
  - Attendance at LETR event meetings, conference calls, and two Executive Committee meetings annually
  - LETR International Conference
- ✓ **Committee participation:** Serve as a voting member of the LETR Executive Committee and provide presentations as needed.
- ✓ **Event involvement:** Participate in LETR events both area and state-level.
- ✓ **Check-Ins & Team Meetings:** Be available for monthly check-ins with the LETR Coordinator and participate in quarterly virtual meetings with the LETR Athlete Ambassador team.
- ✓ **Leadership training:** Complete Special Olympics Montana Athlete Leadership Training.

### **Ambassador Selection Process:**

Each year, one LETR Athlete Ambassador is selected. Applications remain active for 3-years; however, athletes are always recommended to enhance their applications if not selected initially. The selection process consists of an interview and a full committee review of applications.

### **Annual Goal-Setting Meeting:**

At the start of each term, the Ambassador and their mentor will meet with the LETR Coordinator to set personalized goals for the year, based on the opportunities presented in the LETR Ambassador Handbook. Ambassadors are expected to meet at least three key objectives, tailored to their strengths, to ensure meaningful participation and achievement.

### **Monthly and Quarterly Check-Ins:**

Throughout the year, the Ambassador, mentor, and the LETR Coordinator will have monthly check-ins via Text, Email, Phone Call and/or Teams Meetings to discuss progress, address challenges, and adjust goals as needed. In addition, the Ambassador will participate in virtual meetings held quarterly, providing an opportunity to connect with other Ambassadors, share insights, and stay aligned with the broader goals of the LETR program. These regular touchpoints ensure ongoing support and engagement, allowing Ambassadors to thrive in their role.

### **Athlete Ambassador Mentor Support:**

To ensure the nominated athlete has strong support and fully understands the commitment involved with the MT LETR Athlete Ambassador role, the Athlete must have a committed Mentor. The role Mentor should be able to:

- **Explain the Role:** Clearly outline the Ambassador role and expected time commitment to the athlete.
- **Assist with program participation:** The mentor should be able to assist the athlete with conference calls, review LETR materials, and help with tasks and responsibilities aligned with the Athlete Ambassador's annual goals.
- **Support Travel Needs:** Offer assistance with travel arrangements, including, if necessary, providing transportation to meetings and events.

### **Delegate Opportunity:**

Athletes not selected as an ambassador can still contribute by serving as an LETR Delegate. Further details of this role are outlined below. Additionally, athletes are encouraged to refresh and resubmit their applications for future consideration.

# LETR Athlete Ambassador: Year 1 Opportunities

## EDUCATION AND PREPERATION:

- Complete Athlete Leadership training including Module 1 & 2.

## RECRUITMENT:

- Co-present with LETR Director at the Montana Law Enforcement Academy.
- Attend 3-day World Tour

## GRATITUDE:

- Write holiday cards to Executive Committee Members and Agency Leads.
- Write birthday cards to Executive Committee Members and Area Leads.
- Deliver treats to agencies with State Office coordination.

## FUNDRAISING:

- Participate in and fundraise for at least **one (1)** LETR event.
- Attend and participate in sponsorship solicitation meeting with an officer partner at least **once during the 3-year term.**

## LEADERSHIP:

- Attend Executive Committee meetings and give presentations.
- Attend LETR Kickoff Conference and deliver a presentation.
- (Optional) Participate in other event planning committees.

## SUPPORT:

- Assist the other LETR Ambassadors fulfill their duties when necessary.
- Attend LETR area and state fundraisers.
- (Optional) Host a Law Enforcement Lunch for local Law Enforcement Officers.  
[See appendix for additional ideas](#)

## PUBLIC RELATIONS AND PROMOTION:

- Carry LETR flag during the Opening Ceremony at SOMT State Basketball Tournament.
- **Once per year:** Contribute to social media under the "At the Heart of the Flame" campaign: Share personal stories, such as what officer involvement means to you, highlight officer partners, and provide content on other topics as determined by the Ambassador team. Submit photos, short video clips, and copy to the LETR Coordinator by the specified deadline.
- (Optional) Participate in media appearances: PSA with officer partner in advance of events and at events as needed.
- (Optional) Support Social Media takeovers during one (1) event annually.

## KICK-OFF CONFERENCE:

- Accept nomination

# LETR Athlete Ambassador: Year 2 Opportunities

## EDUCATION AND PREPERATION:

- Complete Athlete Leadership training including Module 1 & 2.
- Attend any additional training offered throughout the year by the Athlete Leadership program.

## RECRUITMENT:

- Co-present with LETR Director at the Montana Law Enforcement Academy.
- Present at MPPA/MACOP/MSPOA conferences.
- Present at local Law Enforcement Agencies during Squad Trainings.

## GRATITUDE:

- Write thank-you cards to the event venues.
- Write holiday cards to Executive Committee Members and Agency Leads.
- Write birthday cards to Executive Committee Members and Area Leads.
- Deliver treats to agencies with State Office coordination.

## FUNDRAISING:

- Participate in and fundraise for at least **one (1)** LETR event.
- Recruit **five (5)** individuals/businesses to become a Champion of the Flame by joining the recurring giving program.
- Attend and participate in sponsorship solicitation meeting with an officer partner at least **once during the 3-year term.**

## LEADERSHIP:

- Attend Executive Committee meetings and give presentations.
- Attend LETR Kickoff Conference and deliver a presentation.
- (Optional) Participate in other event planning committees.

## SUPPORT:

- Assist the other LETR Ambassadors fulfill their duties when necessary.
- Attend LETR area and state fundraisers.
- (Optional) Host a Law Enforcement Lunch for local Law Enforcement Officers.  
**See appendix for additional ideas**

## PUBLIC RELATIONS AND PROMOTION:

- Carry Flame of Hope During Opening Ceremony at SOMT State Games.
- Write note for Champion of the Flame Q2 newsletter.
- **Once per year:** Contribute to the "At the Heart of the Flame" social media campaign by sharing personal stories, highlighting officer partnerships, and providing content on other topics determined by the LETR Ambassador team. Submit photos, short videos, and captions to the LETR Coordinator by the specified deadline.
- (Optional) Participate in media appearances: PSA with officer partner in advance of events and at events as needed.
- (Optional) Support Social Media takeovers during one (1) event annually.

## KICK-OFF CONFERENCE:

- Make announcements after each meal.
- Co-present with fellow ambassadors, officers, and SOMT staff.

# LETR Athlete Ambassador: Year 3 Opportunities

## EDUCATION AND PREPERATION:

- Attend any additional training offered throughout the year by the Athlete Leadership program.

## RECRUITMENT:

- Co-present with LETR Director at the Montana Law Enforcement Academy.
- Present at MPPA/MACOP/MSPOA.
- Present at local Law Enforcement Agencies during Squad Trainings.

## GRATITUDE:

- Write thank-you cards to officer leads after LETR Event cycles.
- Write thank-you cards to the event venues.
- Write holiday cards to Executive Committee Members and Agency Leads.
- Send birthday cards to Executive Committee Members and Area Leads.
- Deliver treats to agencies with State Office coordination.

## FUNDRAISING:

- Participate in and fundraise for at least **one (1)** LETR event.
- Recruit **five (5)** individuals/businesses to become a Champion of the Flame by joining the recurring giving program.
- Attend and participate in sponsorship solicitation meeting with an officer partner at least **once during the 3-year term.**

## LEADERSHIP:

- Serve on LETR Kickoff Conference event planning committee.
- Attend Executive Committee meetings and give presentations.
- Attend LETR Kickoff Conference and deliver a presentation.
- Serve on the Distinguished Service Award Selection Committee

## SUPPORT:

- Mentor new ambassador as needed.
- Assist the other LETR Ambassadors fulfill their duties when necessary.
- Attend LETR area and state fundraisers.
- (Optional) Host a Law Enforcement Lunch for local Law Enforcement Officers.  
[See appendix for additional ideas](#)

## PUBLIC RELATIONS AND PROMOTION:

- Carry Flame of Hope During Closing Ceremony at SOMT State Games.
- **Once per year:** Contribute to social media under the "At the Heart of the Flame" campaign: Share personal stories, such as what officer involvement means to you, highlight officer partners, and provide content on other topics as determined by the Ambassador team. Submit photos, short video clips, and copy to the LETR Coordinator by the specified deadline.
- (Optional) Participate in media appearances: PSA with officer partner in advance of events and at events as needed.
- (Optional) Support Social Media takeovers during one (1) event annually.

## KICK-OFF CONFERENCE:

- Make announcements after each meal.
- Co-present with fellow ambassadors, officers, and SOMT staff.
- Deliver farewell speech.

## ONBOARDIING:

- Assist LETR Coordinator in onboarding newly elected ambassador.

# **LETR Athlete Delegate:** **Opportunities**

Applicants not selected as LETR Ambassadors will have the opportunity to serve as LETR Delegates. This role is designed to help build skills and gain experience while supporting the LETR Ambassador team and showing appreciation to the law enforcement officers dedicated to the Montana Law Enforcement Torch Run®. Delegates will take on responsibilities that align with the areas outlined below. Former LETR Ambassadors will also have the option to step back into a support role and continue making a positive impact!

\*\*\* All tasks will be assigned by the LETR Coordinator, and any event attendance **must be confirmed ahead of time.**

## **EDUCATION AND PREPERATION:**

- Complete Athlete Leadership Program including Modules 1 & 2.

## **GRATITUDE:**

- Write thank-you and holiday cards as needed.
- Deliver gratitude to agencies with State Office coordination.

## **SUPPORT:**

- Attend local LETR fundraisers when possible.

# **Appendix:**

## **Hosting Law Enforcement Lunch options and ideas:**

- Coffee meet and greet with officers and athletes so community members can ask questions about LETR
- LETR corn hole and bocce tournaments between officers and athletes

## **Gratitude:**

- Include picture of officer and athlete in all cards sent.