



## Red Coat Ambassador

### What is the Red Coat Ambassador Program?

A “FIRST IMPRESSION” means to provide assistance with navigation, information, and a culture of care to Veterans, families, and visitors.

### What Do Ambassadors Do?

- Ambassadors are staffed at each main entrance during the core business hours.
- Key Responsibilities:
  - Wear a uniform consisting of a red coat or vest to be easily identified
  - Positioned near front entrances to provide easy access to information and assistance
  - Greet everyone entering the building with a big smile
  - Offer information and assistance with navigation
  - Give directions or personally escort Veterans to appointments, based on preference
  - Contact escort/wheelchair service, if a wheelchair is needed
  - Provide a listening ear along with compassion and respect
- Coverage will be available during busiest hours and days of the week as determined
- Ambassador may assist with capturing Veteran feedback and complaints
- Ambassadors can also assist with service recovery

### How Can I Support The Program?

- Individuals who love helping others, have a positive personality, able to navigate the VA campus, and able to manage conflicts respectfully should contact the Voluntary Service Office for more information on how to get involved.
- Individuals who desire to support the program but may not be able to meet the requirements may contact the Voluntary Service Office for other ways to support.
- Organizations may contact Voluntary Service to learn more about opportunities to support.
- Everyone can support the program by sharing information about the program with Veterans who may benefit and individuals who may want to volunteer.
- VA Employees can support by ensuring Veterans know that the assistance is available.



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