

The Army Reserve Ambassador (ARA) Program is one of the Army Reserve's (AR) key outreach programs. ARAs are influential volunteers with significant ties to their communities who operate at state and local levels and voluntarily represent the Chief of the Army Reserve without salary, wages or other benefits. They develop awareness and advocacy for the AR and are vitally important bridges to communities across the Nation. They carry a protocol status equivalent to a major general - a key means to effectively execute their responsibilities.

ARAs are a powerful means of message delivery to the American people and they provide invaluable connections for our own centers of influence to engage local stakeholders. They are known commodities in their communities and they have a level of access to local events that simply cannot otherwise be replicated. Local decision makers need to know how we fit into their communities and our opportunities to tell the AR story to this population are extremely limited. ARAs are relied upon to: (a) seek support from elected officials and engage stakeholders at the local and state levels; (b) Forge and sustain enduring relationships between AR units and local communities; (c) open doors in business and industry and institutions of higher learning; (d) educate and inform the public/government/Military and Veteran Service Organizations about the value and positive return on investment of the AR; and (e) build a cadre of supporters and advocates from these important audiences that can be activated when necessary.

Candidates should achieve strategic connections to influencers throughout government, private sector and academia; be a Leader in community affairs & linked in the local community; be in a position to disseminate information about the AR to a broad cross section of the public and to prominent citizens in his/her area; have an interest in military affairs; able and willing to devote reasonable amount of time to the activities of an ARA; and be proficient in Window-based products and e-mail. They are not employees of the DoD, nor a Federal, State or locally elected or appointed official.

Their relationships and contacts they have now and the ones they develop in the future will ensure that the AR voice is heard by the American people. ARAs are part of your Team!



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To view by-state information on our AR Ambassadors, visit the USAR website at <http://www.usar.army.mil> or by calling their respective coordinator listed above.

Email all other ARA Program inquiries to:
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“Strength through Strategic Partnerships”



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