

Ambassador Code of Conduct

The Blue Ribbon Coalition Ambassador Program exists to promote responsible motorized recreation and protect access to public lands and waters. As a regional ambassador, you represent both your local community and the Blue Ribbon Coalition. The following standards apply to all ambassadors.

1. Representation & Integrity

Ambassadors shall:

- Represent the Blue Ribbon Coalition accurately and truthfully.
- Communicate in a professional, respectful, and fact-based manner.
- Avoid misrepresenting policies, positions, or legal matters.
- Clarify when speaking personally versus representing BRC.

Ambassadors shall not:

- Make unauthorized commitments on behalf of BRC.
 - Claim legal authority or speak as official legal counsel.
 - Engage in behavior that damages the credibility of the organization.
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2. Professional Conduct in Public & Online

Ambassadors are expected to:

- Maintain respectful discourse, even when disagreements arise.
- Avoid inflammatory, threatening, or discriminatory language.

- Refrain from personal attacks toward agency staff, elected officials, or members of the public.
- Model responsible land use behavior at all times.

Online conduct matters. Social media posts, comments, and public statements can reflect on the organization.

3. Responsible Recreation Standards

Ambassadors must:

- Practice and promote responsible motorized use.
 - Follow all applicable laws and land-use regulations.
 - Encourage stewardship, trail ethics, and resource protection.
 - Lead by example in minimizing environmental impact.
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4. Advocacy & Agency Interaction

Ambassadors are expected to:

- Engage constructively with land managers and governing agencies.
 - Participate in public processes respectfully.
 - Provide factual, field-based observations when reporting issues.
 - Coordinate with BRC leadership before issuing formal statements.
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5. Confidentiality & Information Handling

Ambassadors may receive non-public updates regarding active issues.

Ambassadors agree to:

- Keep internal communications confidential when designated.
 - Avoid sharing strategy discussions publicly without approval.
 - Protect sensitive information related to ongoing advocacy efforts.
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6. Conflict of Interest

Ambassadors must disclose any potential conflicts of interest, including:

- Financial interests tied to land-use decisions.
- Business relationships that may influence advocacy positions.
- Situations where personal gain may appear to conflict with BRC's mission.

Transparency protects both the ambassador and the organization.

7. Accountability

Ambassadors serve at the discretion of the Blue Ribbon Coalition.

Failure to adhere to this Code of Conduct may result in:

- Coaching or corrective discussion
- Temporary suspension
- Removal from the Ambassador Program

BRC reserves the right to determine appropriate action in any situation.

8. Commitment to Mission

By serving as an ambassador, you commit to:

- Protecting access to public lands and waters for motorized recreation.
- Upholding the values of stewardship, respect, and constructive engagement.
- Supporting coordinated, lawful, and ethical advocacy efforts.