

AMBASSADOR MANUAL BRIEF



www.MarsSociety.org

MISSION STATEMENT:

The Mars Society Ambassador Program is designed to serve as a professional team of people dedicated to elevating public awareness of our mission to land humans on Mars within this decade and begin settling the red planet.



Click on image to access
Ambassador video

Mars Society Founding Declarations:

We must go for the knowledge of Mars. Our robotic probes have revealed that Mars was once a warm and wet planet, suitable for hosting life's origin. But did it? A search for fossils on the Martian surface or microbes in groundwater below could provide the answer. If found, they would show that the origin of life is not unique to the Earth, and by implication, reveal a universe that is filled with life and probably intelligence as well. From the point of view of learning our true place in the universe, this would be the most important scientific enlightenment since Copernicus.

We must go for the knowledge of Earth. As we begin the twenty-first century, we have evidence that we are changing the Earth's atmosphere and environment in significant ways. It has become a critical matter for us to better understand all aspects of our environment. In this project, comparative planetology is a very powerful tool, a fact already shown by the role Venusian atmospheric studies played in our discovery of the potential threat of global warming by greenhouse gases. Mars, the planet most like Earth, will have even more to teach us about our home world. The knowledge we gain could be key to our survival.

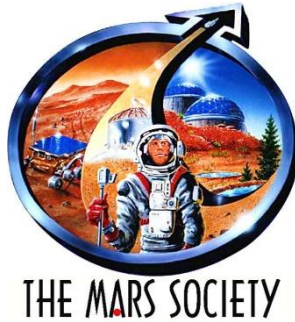
We must go for the challenge. Civilizations, like people, thrive on challenge and decay without it. The time is past for human societies to use war as a driving stress for technological progress. As the world moves towards unity, we must join together, not in mutual passivity, but in common enterprise, facing outward to embrace a greater and nobler challenge than that which we previously posed to each other. Pioneering Mars will provide such a challenge. Furthermore, a cooperative international exploration of Mars would serve as an example of how the same joint action could work on Earth in other ventures.

We must go for the youth. The spirit of youth demands adventure. A Humans-to-Mars program would challenge young people everywhere to develop their minds to participate in the pioneering of a new world. If a Mars program were to inspire just a single extra percent of today's youth to scientific education, the net result would be tens of millions more scientists, engineers, inventors, medical researchers, and doctors. These people will make innovations that create new industries, find new medical cures, increase income, and benefit the world in innumerable ways to provide a return that will utterly dwarf the expenditures of the Mars program.

We must go for the opportunity. The settling of the *Martian New World* is an opportunity for a noble experiment in which humanity has another chance to shed old baggage and begin the world anew; carrying forward as much of the best of our heritage as possible and leaving the worst behind. Such chances do not come often, and they are not to be disdained lightly.

We must go for our humanity. Human beings are more than merely another kind of animal; we are life's messenger. Alone of the creatures of the Earth, we have the ability to continue the work of creation by bringing life to Mars, and Mars to life. In doing so, we shall make a profound statement as to the precious worth of the human race and every member of it.

We must go for the future. Mars is not just a scientific curiosity; it is a world with a surface area equal to all the continents of Earth combined, possessing all the elements that are needed to support not only life, but technological society. It is a New World, filled with history waiting to be made by a new and youthful branch of human civilization that is waiting to be born. We must go to Mars to make that potential a reality. We must go, not for us, but for a people who are yet to be. We must do it for the Martians.



The Mars Society Ambassador Manual with presentation guidelines

**Written and compiled by James Melton, PhD
Edited by James Burk, Nancy Kirchen
Dana Melton and Michael Stoltz**



Many people are not aware of the phenomenal, real-world missions now underway to the Moon, Mars and other solar system destinations. How would you like to be the person who connects with the general public to lift their awareness and open doors to reveal the plans for a spacefaring civilization?

As strange as that may seem to those of you who have held these visions for so long, there is a world of eager listeners waiting to be enlightened. Many of these people do not even know that the greater part of our future lies in space. You can step forward and be an agent for change.

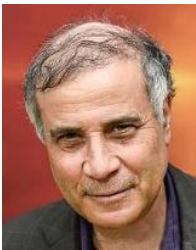
This manual provides an overview on how to deliver the facts, figures and timelines that will ignite a spark to entice people to be curious about their future.

If we are going to continue to grow as a civilization, there are certain elements that will allow success to evolve more easily. We can and must learn vicariously. It is a process that we have relied upon for years. Your experience is valuable. Sharing it is even more valuable. This is a philosophy by which we can all grow and benefit. As Francis Bacon said, “*Knowledge is power.*” It can pave the way for an existence of an entirely new experience for humanity.

“Only those who risk going too far can possibly find out how far they can go.”

—T. S. Eliot

A Message from Dr. Robert Zubrin, Founder & President of The Mars Society



Today, technology has arrived at a level where we have the means to fully explore our solar system. We also have the resources, the ability, and the tools needed to make our vision of settling the planet Mars a reality—an achievement never before realized. Our challenge now is to convey this information to the global community on a grand scale.

Our Ambassador Program is designed for this purpose. We have a limited window of time to accomplish this, as Elon Musk of SpaceX so powerfully said, “With Extreme Urgency.” Become a Mars Society Ambassador and meet the challenge to inform and inspire the world.

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**THE MARS SOCIETY AMBASSADOR
PROFESSIONAL CONDUCT, PROCEDURES, POLICIES AND CRITERIA**

Those intending to hold the title of Mars Society Ambassador agree to:

1. Abide by The Mars Society Bylaws, Code of Ethics, Professional Conduct, Policy, and such other policies or procedures as may be adopted by the Board of Directors.
2. Serve a one-year term as Ambassador, commencing on the date of initial certification, with renewal contingent upon review.
3. A Chapter Leader can automatically qualify for Ambassador status, subject to completion of a personal video interview and the organization and facilitation of at least one chapter meeting with current or prospective Mars Society members.
4. Meet the minimum age requirement of 18 years. Individuals aged 13-17 years or under may be awarded a Junior Ambassador status at the discretion of the organization, based on their demonstrated interest, involvement, and commitment to the mission of The Mars Society.

5. At the close of a presentation, make an overture to join the Mars Society and direct the audience to either a QR Code or a website to join.

Guideline for a closing statement: “Finally—After being here with you for this short time, I would like to offer one more thought.

We urge you to give serious consideration to joining the Mars Society. You possess a depth of experience, insight, and vision—exactly what our mission needs.

We are committed to shaping a better future for humanity, and your voice belongs in that effort.

As Jane Goodall reminded us, *“Life is too precious to leave it all on one planet.”*

So take the step—**JOIN US.**

Simply scan the QR code or visit our membership page:

<https://app.joinit.com/o/marsociety/eMj8mgrWJJC4woGQC>

Membership is remarkably accessible—only \$50 a year. That’s right, about 7 cents a day. (Students or Seniors 65+ are only \$25 a year.)

Our future in space is unfolding before our very eyes. Together, we can make history. Let’s begin.”

6. Attend the annual Mars Society Conventions—either in person or virtually—whenever reasonably possible.
7. Be an active Mars Society member in good standing and provide your membership number.
8. Engage in a 30-minute personal interview with the Mars Society Ambassador Director to discuss your proposed presentation—see details in item #9.
9. Arrange a 15 to 30-minute, in-person, or virtual presentation on Mars, or engage in other activities that can serve as suitable substitutes, such as:

- Present a Mars Society Track Session at the annual convention.
 - Expo Tables at conferences or gatherings.
 - Social Media Postings, including Facebook, creating YouTube Videos, and Instagram postings.
 - Community Events, and group gatherings where Mars topics are promoted and relevant, such as inspiring community youth to engage in STEM and STEAM education and careers. *STEM (Science, Technology, Engineering, and Math). STEAM is the same as STEM, but adds the Arts of all media and forms, i.e., the Art of Communication.*
10. Submit by email an Activity Report twice or more per year. *Ambassador Activity Report* to include:
- Your name.
 - Region, locality of the activity.
 - Month and year of activity planned.
 - Number of activities completed in the current month.
 - Future planned activities.
11. Presentations must clearly reflect and incorporate the Mars Society's mission and its Humans to Mars vision. <https://www.marssociety.org/about/>
12. Study the *Ambassador Manual*, which provides valuable support in delivering information to an audience, including a speaker's Professional Conduct, Speaking Ethics, Audience Warm-up, Humor, Handling Questions, Beginnings and Endings, and optional Presentation Review.
13. Accept the Ambassadorship as a volunteer, non-paid position.
14. Adhesive, iron-on Logo patch to be worn or prominently displayed during scheduled Mars Society presentations.
15. Adhere to the guidelines outlined in the Ambassador Manual. These include, but are not limited to:
- Refrain from political or religious discussions.
 - Respond to questions when possible and offer to research answers from reliable sources.
 - Maintain a respectful, professional demeanor at all times.
 - Avoid confrontational or harsh interactions with the audience.

By becoming a Mars Society Ambassador, you will find new and exciting ways to share your knowledge with others in your community. You will also elevate public awareness in areas that will benefit our future on Earth and beyond.

*"The settlement of Mars is one of the greatest
human endeavors possible in our time."*

—Dr. Robert Zubrin

Founder and President of The Mars Society