

Safety of our candidates and ambassadors is our top priority. All our events will follow CDC guidelines and the most recent state executive orders. We will stay compliant and adapt as guidelines change.

New in 2021 – Coronation will be Sunday Sept 12, 5PM!

About Our Program

The Defeat of Jesse James Days Ambassador Scholarship Program is designed to promote growth and educational experiences to young adults through the promotion of the Defeat of Jesse James Days. We are dedicated to volunteerism and developing leaders who will serve as positive role models. We focus on development of life long skills such as public speaking, interviews, poise, building self-confidence and future careers. This is NOT a beauty pageant and NO talent is needed. We want all the candidates to have a valued experience with lots of fun and memories! Three equal Ambassadors will be selected to be a team throughout the next year along with two Junior Ambassadors. The ambassadors will spend the next year visiting many other communities and meeting hundreds of people through parades, coronations and volunteering at other special events. One ambassador will have the opportunity to participate in the St. Paul Winter Carnival and Minneapolis Aquatennial programs.

Candidate Experience

Each spring, the Program Committee searches for candidates for its Candidate Experience program. Candidate information meetings are held in May/June each year.

The candidate program lasts approximately 8-10 weeks over the summer/early fall. The all-volunteer committee spends time with the candidates at different events and rehearsals to prepare them for interviews with a panel of judges and also for public appearances and service opportunities throughout the community.

In order to participate in the program, each candidate is required to find a sponsor. The sponsorship covers the candidate's entire experience from events, appearances, rehearsals. The sponsor will receive their business promoted at all appearances by their candidate.

On the last day of Defeat of Jesse James Days festival, our coronation is held and three young people are selected from the group of candidates to serve as goodwill ambassadors to represent the Defeat of Jesse James Days and Northfield for one year.

REASONS TO BE A CANDIDATE:

- Fun, memorable summer
- Volunteer opportunities
- Improve public speaking
- Improve interview & etiquette skills
- Gain friendships
- Build Self Confidence
- Learn Team Building
- Learn DJJD History and get "Behind the Scenes" Experience

Candidate Sponsors

Each candidate needs to find a business to sponsor their candidacy. The fee is \$300 and the sponsor will receive the following benefits: Advertisement on the candidate's shirt or sash, coronation program, newspaper, mention of the sponsor's name at all official candidate events, radio spot on KYMN, two free tickets to luncheon and two free tickets to Coronation.

Ambassadors

The primary role of the Defeat of Jesse James Days Ambassadors is to serve and represent the Defeat of Jesse James Days celebration. They will do this by visiting communities across the state, volunteering at local and regional events, and promoting Northfield and Defeat of Jesse James Days at every opportunity.

PAST APPEARANCES & VOLUNTEER EVENTS:

All local elementary schools teaching history of DJJD
Three Links Care Center
Northfield Retirement Center
Northfield Senior Center
Laura Baker Services Assn.
Princess for a Day
Winter Walk

Special Olympics
Miss Amazing Pageant
Feed My Starving Children
Ronald McDonald House
Minneapolis Aquatennial
St Paul Winter Carnival
Many neighboring communities

Golden Heart Award: (formerly Miss Congeniality)

The Golden Heart Award is a title bestowed at Coronation. In 2018 we lost a valued member of our committee with the passing of Shelley Brady. At that time, we renamed the Miss Congeniality Award and established the "Golden Heart Award" to remind us of all those great qualities that Shelley possessed. This a great honor, one that comes from the candidates themselves, as they are the ones who vote for the recipient. This award is presented to the candidate that exhibits outstanding qualities of spirit, warmth and kindness throughout the candidacy. The recipient will receive a Golden Heart pin with a gift card.

Questions?

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