



Chapter SOP's

AMBASSADOR PROGRAM

CHAPTER TEAM: MEMBERSHIP

OBJECTIVE: TO BUILD AN EFFECTIVE AMBASSADOR PROGRAM

Purpose for developing your Chapter Ambassador Program

- The to engage and welcome new members to the chapter
- To help them feel connected to the community of local MPI members
- Assist them with understanding the ROI of their membership
- Educate them on the chapter and what it means to be a member locally and globally
- Provide insight into how to utilize MPI International tools and resources

Things to consider in building your Ambassador Program

- Make it an easy process and create a timeline on how to engage new members
- Set a timeline on how long the ambassador should be engaging with the new member
- Provide the new member with an Ambassador Fact sheet to explain what they should be receiving from their Ambassador and who to contact if they have any challenges
- Create clear job/task descriptions for your Ambassadors and Chair with expectations
- A survey to determine the success of the program after term ends.

Ambassador Program

What is an Ambassador Program?

An ambassador program is designed to welcome new MPI members to the chapter. Committee members should meet and greet newcomers at all chapter events, introduce them to other members as well as chapter leaders, and help acquaint them with the chapter and its offerings. Offer to assist a new member with chapter tools and resources as well as MPI International.

Who is involved with the Ambassador Program?

Anyone can be an ambassador. Every new member should be assigned an ambassador, so they can be contacted and invited to the next chapter meeting. An Ambassador committee managed under the membership team is recommended and the committee's only responsibility should be to provide Ambassador services.

How does the Ambassador Program work?

New members are paired with ambassador program volunteers. Typically an Ambassador is asked to reach out to the new members within a specific time frame and introduce themselves and give an explanation of how they can support them. Ask them what they need or questions they may have. The new member should be informed they have an Ambassador who will be contacting them and by when.

Onsite, the Ambassador serves as a liaison, and essentially spends the majority of the time at the event with the new member. The new member benefits by officially having someone introducing them to leadership, other active members, and helping to facilitate their acclimation into the chapter dynamics. In some cases where a chapter does not have a leadership development role the Ambassador may be involved in providing connections to committee. Remember, engagement of the new member is crucial and the goal of the Ambassador program.

When is the Ambassador program offered?

An Ambassador is offered to any new member who is interested usually upon joining the chapter. Typically the Ambassador is for the first 6 months to 1 year of membership.

Sample Ambassador Program-Chair Task Description

1. Recruit ambassador committee members and compile roster of contact information for each.
2. Conduct Ambassador membership committee meetings and attend membership full committee meetings as required
3. Attend new member orientations
4. Provide monthly ambassador report to director of leadership development.
5. Manage and train ambassador committee.
6. Schedule ambassadors for each monthly program or individual as program is designed.
7. Schedule ambassadors for each special event to welcome members and potential members.
8. Assign Ambassadors to new members for contact
9. Manage ambassador table at registration for monthly program.
10. Email new members a welcome message.
(Obtain list from Dir. of leadership development)
11. Distribute name tag ribbons.
12. Introduce guests to members at meetings and socials.
13. Send the newsletter chair the ambassador list and blurb every month.

Sample Ambassador Program Task Description

1. Recruit members.
2. Attend membership committee meetings
3. Attend monthly programs and special event.
 - Welcome guests and new members.
 - Inform members of membership benefits etc.
 - Introduce new members to other members.
4. Follow up calls to new members and potential members to welcome them and answer questions.
5. Wear an “Ambassador” name tag ribbon.