

## Creating a Chapter Ambassador Program

Initiating a chapter Ambassador Program can help grow your chapter's outreach and provide more robust member care. It provides *micro-volunteerism* opportunities for every member, without long time commitments and can involve everyone to be more active in your chapter. It will strengthen member engagement, retention and will support chapter sustainability.

Chapter ambassadors need not be comprised of board members, only. Invite every member to serve periodically as a chapter ambassador, to welcome and engage new members and develop future members. The role of an ambassador includes but is not limited to:

- ✓ Standing by the entrance to the church or event space to greet everyone as they enter
- ✓ Being paired with a new member, former member or future member to serve as an escort at a chapter event
- ✓ Making sure that the new or prospective member feels engaged by introducing him or her to as many other members as possible
- ✓ Serving as a "table host" at a luncheon, dinner or reception (no board members sitting together!)
- ✓ Chapter ambassadors should wear nametags so that they can be easily recognized

Invite members to serve as **Chapter Ambassadors** through emails, newsletters and on your website. Provide flyers at your events to promote your chapter ambassador program. Be sure to include a simple description of the *micro-volunteer* duties that will be needed for a specific event. List the upcoming dates of your chapter programs and ask who is available to participate for each date. The great thing about having a **Chapter Ambassador Program** is that it does not require long-term volunteer commitments. Be sure to acknowledge chapter ambassadors at your events and recognize them each month in your newsletters and on your website.

The results will be tangible, as it will strengthen peer-to-peer engagement and make your members feel valued. It will encourage members to become more active and will serve as a symbol of your chapter's warm hospitality.