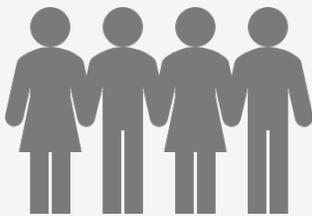




Strengthen Your Ambassador Team  
and Maximize Its Impact  
June 2022

Purpose of Your  
Ambassador Team



- Member engagement
- New member recruitment
- Events
- Social media
- Communications
- Strategic team or Social club

## A Diverse Ambassador Team

Gender diversity, a good mix of males and females?

Are multiple generations represented?

Is the team geographically diverse?

Do you have a good representation of industries?

Network reach diversity?

Experience/skills diversity?

Time availability?

Shari  
Pash



What strategies are in place to welcome and engage new Ambassadors?

Shari  
Pash

## A Strategic Team or Social Club

What are Your expectations of your Ambassador team members?

- Time commitment?
- Communication and member feedback?
- New member recruitment?
- Ongoing member engagement?
- Social media?
- Event attendance?
  - Role at event

Shari  
Pash

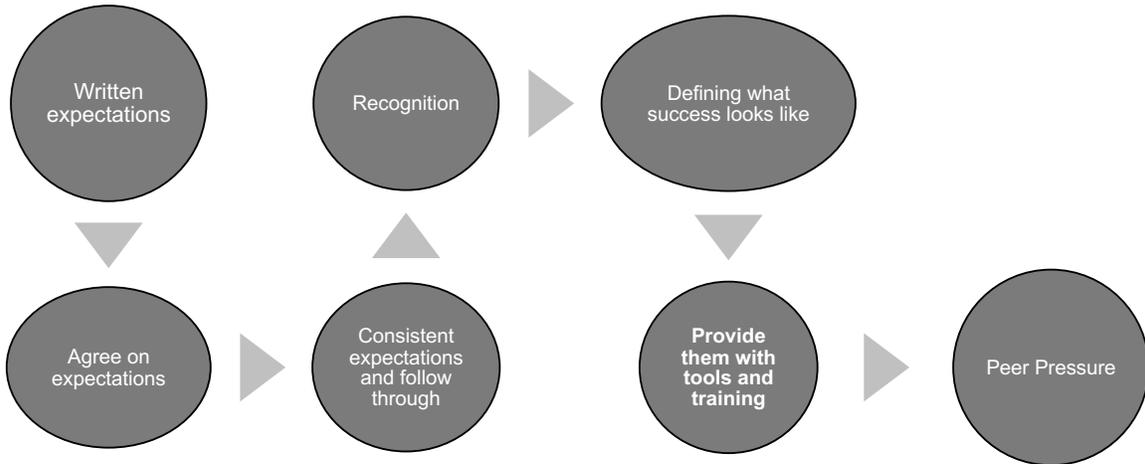
## Ambassador Expectations

Ask the question:

What were your expectations when you joined the Ambassador Team?

Shari  
Pash

# Ambassador Outcomes/Accountability



Shari  
Pash



## Start with the Why

## Understanding Volunteer Motivation

- Business growth and/or exposure - Brand building
- Believes in and supports your Chamber's mission and the community
- Making a difference in business climate
- Personal connections, network
- Giving back
- Developing new skills, professional development
- Serving as a mentor or influencer

Shari  
Pash

Is your role as  
a Chamber  
Ambassador...

Considered part of  
your Company's  
Business  
Development/Sales  
process

Shari  
Pash

## Ambassador Team Exercise

“Agree”

“Disagree”

- Our Ambassador team stands on the threshold of opportunity?
- Our Ambassador team is engaged and committed?

Shari  
Pash

## Peer to Peer Retention

---

Use what you know about the member

---

Member experience information

---

Help the 1<sup>st</sup> and 2<sup>nd</sup> year members engage and connect

---

Connect relevant education, programs, events, benefits

---

How is the Chamber relevant for this specific member?

---

Peer to Peer blended with Staff to Member

Shari  
Pash



## Ambassador Social Media Engagement

- Connect with passive members on LinkedIn
- Engage – Like comment on their updates
- Peer to peer engagement
- Follow passive company pages on LinkedIn
- Engage with their Facebook posts
- Use their FB and LinkedIn for exposure for passive members
- Front of mind

Shari  
Pash



## Relevant Emails and Voice Mails

- Calling as a peer, fellow chamber member
- Committed to helping them experience value from their new investment/membership
- Connectivity, introductions, events, engagement
- Share how you benefit from your investment
- Let's talk so I can learn more about your goals and how I can help you find value and relevancy from your Chamber investment

Shari  
Pash

## Your Value Proposition

The heart of value proposition:

- Members don't buy a membership
- They invest in the experiences and outcomes that membership delivers
- When doing this, they measure the benefits and value against the cost

As an Ambassador how do I influence this value?

Shari  
Pash

## Motivating and Re-Igniting Volunteers

(Will vary by type)

- Understand priorities and motivation
  - Is volunteering part of their job or personal?
- Proactive communication
- Peer to peer motivation and accountability
- Recognize and appreciate
- Connect how they impact your mission
- Consider their skills, strengths, and interests
- Understand why your volunteers don't feel motivated
- Provide training, professional and personal development, and growth opportunities
- Ask for their input, advice, feedback

Shari  
Pash

## How to Avoid “Firing” a Volunteer

- Screening and interviewing process is key to success
- Written expectations, job description
- Agreement of expectations - signed
- Measurements for success
- Hold accountable from the start
- Who they report to staff or ambassador chair
- Mechanism for feedback and coaching
- Use the volunteer’s strengths, is there another role better suited for this volunteer
  - Ambassador sub-groups
- Have we set them up for success?

## Ambassador Kick Off and Growth Session

- What is the purpose and desired outcome of the session?
- Will there be issues, challenges, tough discussions?
- Decide if an outside facilitator will add value
- Strive for a facilitator not a presenter

# Breakout Room Sharing

Building a Diverse Ambassador Team and Expectations and Outcomes

Ambassador's Role in Member Retention and Engagement

Motivating and Managing Ambassador Team

Shari Pash

## Sign up Now:

- Slides
- Handouts
- Templates
- Virtual Trainings
- On-line Courses
- Newsletters

Let's stay connected:

LinkedIn: [www.linkedin.com/in/sharipash](http://www.linkedin.com/in/sharipash)

Facebook: Shari Delaney Pash

Sign up today!

Text the word  
**SHARIPASH**  
to **22828**  
to get started

Shari Pash

**Shari  
Pash**



**Shari Pash Membership and Growth Strategist**  
**517.285.7127 | [sharipash.com](http://sharipash.com) |**  
**[shari@sharipash.com](mailto:shari@sharipash.com)**

Through Shari's hands-on work, she is changing the culture and way organizations approach membership recruitment, engagement, and retention. She provides a customized multi-step process and program with proven success. Client outcomes continue to excel through the implementation of foundational tools and reports that have proven success with measurements for growth. In addition to this work, Shari facilitates board of director goals strategy sessions, and works with organizations to develop and recruit volunteers.