

AMBASSADOR PROGRAM

What is the Ambassador Program?

The Minnesota Metropolitan Contractors Association (MMCA) Ambassador Program pairs new members to the association with current members. The Ambassadors assist new members in discovering more about MMCA and how to get the most out of their membership; and to introduce them to member to get them started.

What is the purpose of the Ambassador Program?

The purpose of the Ambassador Program is to support new members get more engaged with the MMCA in an effort to reduce membership turnover rates.

How does the Ambassador Program work?

Current members will be asked to volunteer to serve as Ambassadors to new members. New members will be assigned to Ambassadors. Effort will be put in to pairing the right people together that will have the most benefit to the Ambassador and the new member.

Ambassadors are asked to meet with their new member one-on-one to introduce themselves, get to know the new member and their business, and discuss how the new member can get the most out of their membership. The focus is on building the Ambassador-New Member relationship. Throughout the first year of membership, the mentor is asked to touch base with their new member quarterly by telephone, email, or in person and to attend one (1) event with the new member to introduce them to other members within MMCA.

Timeframe:

Start Date	New member application and payment received
Week 1	Membership Chair calls to introduce Ambassador Program
	Ambassador assigned and contact information exchanged
Week 2	Ambassador schedules 1:1 Meeting to go through New Member Orientation and Welcome
Quarterly	Ambassador outreach to New Member
1 Time in first year	Ambassador invites New Member to event

What are the expectations of the Ambassadors?

- To be willing to commit an average of five (5) hours per New Member
- To be paired with a minimum of one (1) new member per year and no more than five (5) New Members at any given time
- To reach out to the assigned New Member within two weeks of pairing
- To reach out to New Member quarterly
- To attend at least one (1) event with new member and make introductions
- To maintain communication with MMCA Ambassador Chair and/or staff as to results of pairing and potential give testimonials and recommendations
- To fully understand and articulate the benefits of membership
- To have ability to login to website, rebate programs, BAM and NAHB

AMBASSADOR PROGRAM APPLICATION

Thank you for your interest in participating in this very important position within the MN Metropolitan Contractors Association. Your support is invaluable!

Name _____

Member Company _____

Email _____ Phone _____

Builder or **Associate**

Member Since 2017 2018 2019 2020 2021 2022 2023 2024 2025

How long have you been in the homebuilding industry? _____

Tell us about your current MMCA activities: _____

Number of New Members I can support: 1 2 3 4 5

I, _____, understand and accept the position of MMCA Ambassador to provide support to our new members. I will abide by the guidelines of the Ambassador Program and will assist the MMCA in building this program along with the recruiting efforts of the MMCA.

I am ready for supporting a New Member!