

## **ACEC Indiana Ambassador**

The ACEC Ambassador program connects new/ uninvolved members with ambassadors who will help encourage them to engage in ACEC, meet their professional objectives and attend an upcoming event with them.

### **Role of an Ambassador**

- Call new member to welcome them within two weeks of joining (if applicable).
- Determine the objectives of the member.
- Offer suggestions of ACEC programs that meet members' needs and make sure they are taking advantage of benefits.
- Attend at least one event with the member.
- Introduce member to other members at events.
- Follow up with member after event to determine the member's perception of event and provide feedback to ACEC staff.
- Contact member at committee request time (April) to see if they have an interest in requesting committee involvement.
- Contact member at renewal time (June) to encourage renewal.

### **ACEC Indiana Ambassador Talking Points**

- Introduce yourself.
- Tell member what aspect of ACEC Indiana you derive the most value from.
- Ask the member what interaction they have had with ACEC Indiana.
- Ask what they are looking for in a professional organization.
- Suggest what ACEC Indiana programs may align with the member's goals/ clients/ disciplines. (See Membership Brochure.)
- Share an event that you plan to attend and invite the member to join you.
- Ask if it would be okay to follow up with them and keep the dialogue open regarding benefits of membership.