



AMBASSADOR PROGRAM

PURPOSE

To serve as an extension of the GBA team, assisting in the attraction and retention of members, and supporting effective communication and promotion of its work throughout the community.

EXPECTATIONS & RESPONSIBILITIES

- Effectively communicate with GBA members by:
 - Visiting members as directed
 - Welcoming members and facilitating connections
 - Assisting in the updating of member profiles

- Assist in the communication and promotion of the GBA's work through:
 - Increasing social media shares and posts
 - Improving word of mouth marketing
 - Acting as a conduit of information between members and the organization

COMMITMENT

- A 12-month term*
 - Ambassadors must be active GBA members in good standing for at least 9 months
 - Consideration for consecutive service will be based on prior year's participation
- Stay informed of GBA events and programs and the ability to communicate the GBA's purpose, mission, vision, and strategic priority areas
- Assisting the GBA team as needed
- Signed commitment form
- Attend orientation or training with GBA team
- Attend and participate in ribbon cuttings and other events as schedule permits
- Attend Ambassador meetings

BENEFITS

- Development of connections with GBA members
- Build meaningful and collaborative relationships with fellow Ambassadors
- Social media recognition for attending ribbon cuttings
- Ambassador of the Year Award (voted by peers)
- Website inclusion

CONTACT

- For more information or to become an Ambassador contact Angie Saunders, Membership Director at angie@gastonbusiness.com