



15 Communities... One Voice

Working Together to Advance the West Valley

AMBASSADOR PROGRAM



WESTMARC Ambassador Program Overview

WESTMARC Ambassador Program

The WESTMARC Ambassador Program is intended to increase membership and engagement in programs that move the West Valley forward. WESTMARC's work is strategic and so is our membership recruitment.

This handout provides a framework that will increase the consistency of WESTMARC's messaging and increase the fluency of Ambassadors' when discussing the organization with potential future members.

Who is a WESTMARC Ambassador?

A WESTMARC Ambassador is an existing member who has successfully met the program's criteria and is now ready to promote the organization with improved knowledge to recruit new members. The role of the WESTMARC Ambassadors is to educate others on the organization's mission, key initiatives, and member value. In order convey timely and updated messages on WESTMARC's role in the West Valley, the member must receive current information on programs and opportunities for greater member benefit.

Ambassador Criteria:

The member must attend all of the following:

- Member Orientation
- 2 WESTMARC events
- * 1 Asset Tour
- 2 WESTMARC Committee Meetings

Opportunities to engage new members:

- Identify key organizations and businesses within target markets/industries for targeted outreach
- Invite potential members to WESTMARC events for exposure to the organization's activities and members
- Provide WESTMARC CEO with warm introductions to potential members
- Accompany CEO to meetings with potential members

West Valley (WESTMARC) Talking Points:

- WESTMARC (Western Maricopa Coalition) is a non-profit organization created 1990 to promote and advocate for the key issues that will raise the profile of the West Valley and promote the region for economic vitality.
- We are 15 Communities, speaking with One Voice.
- Our membership consists of Government, Education, Business and Non-Profit sectors. All West Valley cities and Maricopa County are WESTMARC members.
- WESTMARC is the West Valley's organization for stakeholders' opportunity for Connection, Collaboration and ACTION
- WESTMARC Mission:
 - * Promote the West Valley's quality of life, growing amenities, skilled workforce
 - * Enhance the West Valley for economic development and vitality
 - * Increase member value and engagement
- Why WESTMARC:
 - * The imminent growth of the region is in the West Valley
 - * WESTMARC is at the center of all industries, partners, and political, business and education leadership capital in the region
- West Valley Updated Statistics:
 - * The West Valley has grown to 1.7 million residents and has younger population than perceived
 - * 62% of West Valley residents are workforce age (18-65)
- With over 25 post-secondary education opportunities, education attainment is on the rise:
 - * 54% of West Valley residents have a college degree
 - * 82% of West Valley residents have at least a high school diploma
- The Valley has a strong workforce:
 - * 37% of all healthcare workers in Maricopa County live in the West Valley
 - * 34% of all finance/insurance workers in Maricopa County live in the West Valley
 - * 28% of all manufacturing workers in Maricopa County live in the West Valley
 - * A high concentration of Aerospace and Avionics workers in the West Valley
 - » Luke AFB, Lockheed Martin and Honeywell contribute to this strength
 - * A high concentration of Information Technology workers in the West Valley
 - » ASU West Campus and Estrella Mountain Community College are leading the region in cybersecurity programs

Ambassador Referral Program / New Member Recognition

The purpose of the Ambassador Referral Program is to reward existing members for attracting and securing new members to WESTMARC.

Member Referral Program: Rewards Structure

Up to \$6,000 in New Membership	\$6,000 and Above in New Membership
Company recognition in Welcome New Members E-blast	Company recognition in Welcome New Members E-blast
Receive the value of total new membership in sponsorship recognition at 1 of 4 events within a 12 mo. period. (Excludes Best of the West).	Receive the value of total new membership in sponsorship recognition at Best of the West.
Receive 2 seats to chosen event	Receive 2 seats to Best of the West

Available resources (Also available online at westmarc.org):

- WESTMARC Ambassador Highlights Brochure
- 2018-2023 Strategic Plan
- Current Legislative Agenda
- West Valley Quality of Life brochure
- West Valley One Workforce brochure
- WESTMARC Supplements – Arizona Business Magazine
- Greater Maricopa Foreign Trade Zone (GMFTZ) brochure