



California Society of  
Association Executives

*Advancing the Association Community in California*

## CalSAE Ambassador Program

### What is the CalSAE Ambassador Program?

This Program is an ideal way for active CalSAE members to reach out to new members and welcome them to the CalSAE community. The CalSAE Ambassadors are active members from each CalSAE Region who begin their relationships with new members by escorting them at regional functions and events, introducing them to other members, orienting them to the programs and benefits of membership, and paving the way for the new members to become active in CalSAE.

The CalSAE Ambassadors are experienced members who are knowledgeable of the benefits of membership and enjoy sharing this information with others one-on-one. As invaluable liaisons between new members and CalSAE, their mission is to encourage involvement during the new member's first year. These volunteer efforts go a long way toward increasing new member satisfaction, renewals, and contribute to a higher first-year member retention rate for CalSAE.

### What is the Role of an Ambassador?

Ambassadors fulfill an important role within CalSAE. Responsibilities include:

- Making an initial welcome phone call and learning the reasons the new member joined CalSAE.
- Introducing new members at regional events.
- Acting as information resources for the new members.
- Staying in contact with new members once per quarter during the new member's first year.
- Providing feedback to CalSAE about new member needs and interests, while educating the new members.

An ideal Ambassador is:

- Positive and supportive toward the Society and its benefits.
- Interested in assisting others in making the most out of their membership.

### How to Become an Ambassador in Your Region:

1. **Getting started.** Many of our active and involved members are already telling others how much they value their membership. If you are among them, and would like to do more, simply notify the CalSAE office of your interest in becoming an Ambassador. The Ambassador Coordinator in your region will then work with you to identify new members to contact.
2. **Resources and materials.** The CalSAE staff compiles a packet of information for Ambassadors that will provide the resources you need to be a CalSAE "expert." The packet will include a sample new member packet; *The Executive*; schedules of events and meetings both regionally and statewide, CalSAE committee information, CalSAE web site information, and other materials to help encourage new member participation and involvement.

The packet will be an easy reference to orient Ambassadors of their responsibilities. The packet also provides the background you need about CalSAE membership benefits, products, and services.

3. **Contact the CalSAE office today.** Contact Lindsay Poss ([lindsay@calsae.org](mailto:lindsay@calsae.org)) at the CalSAE office to find out more about becoming part of the Ambassador program in your region. The sooner we get our Ambassadors connected with our new members, the sooner they will get connected with our CalSAE community.