

Creating a Community within Your Chapter to Support Member Engagement and Grow Your Volunteers

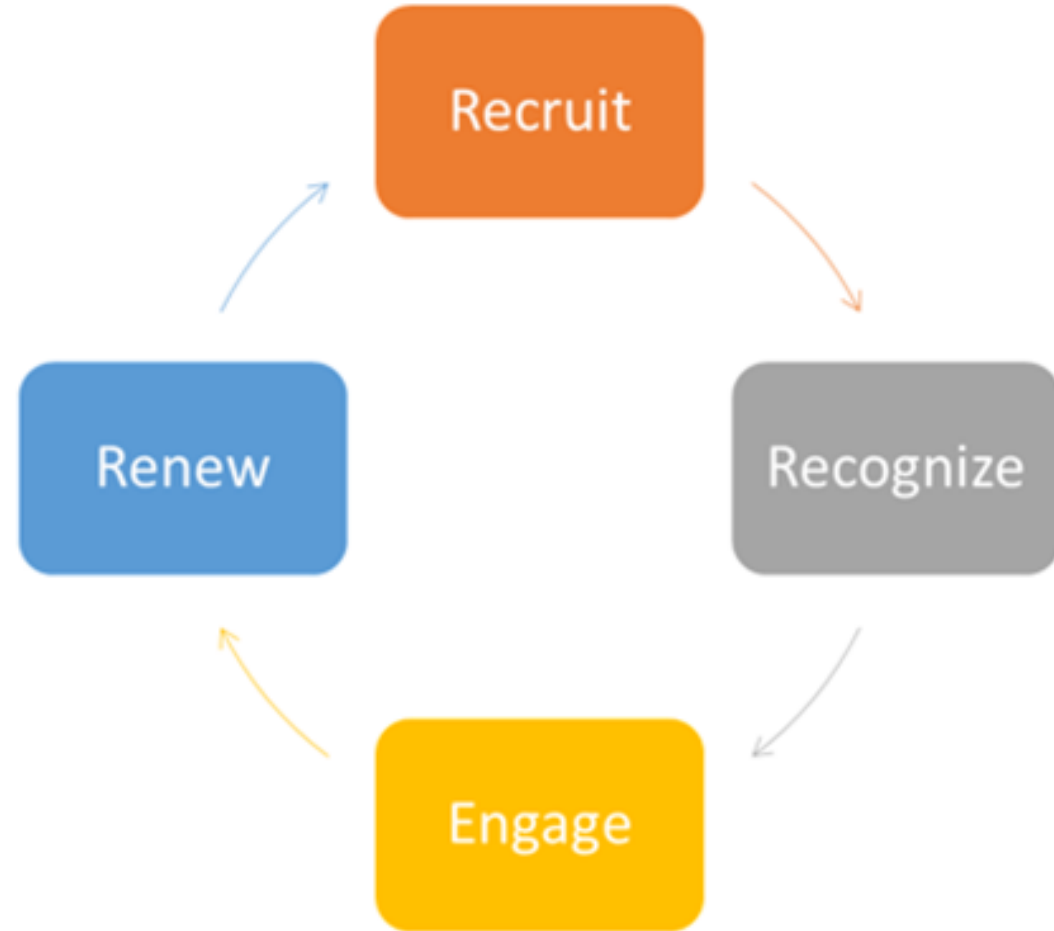
I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

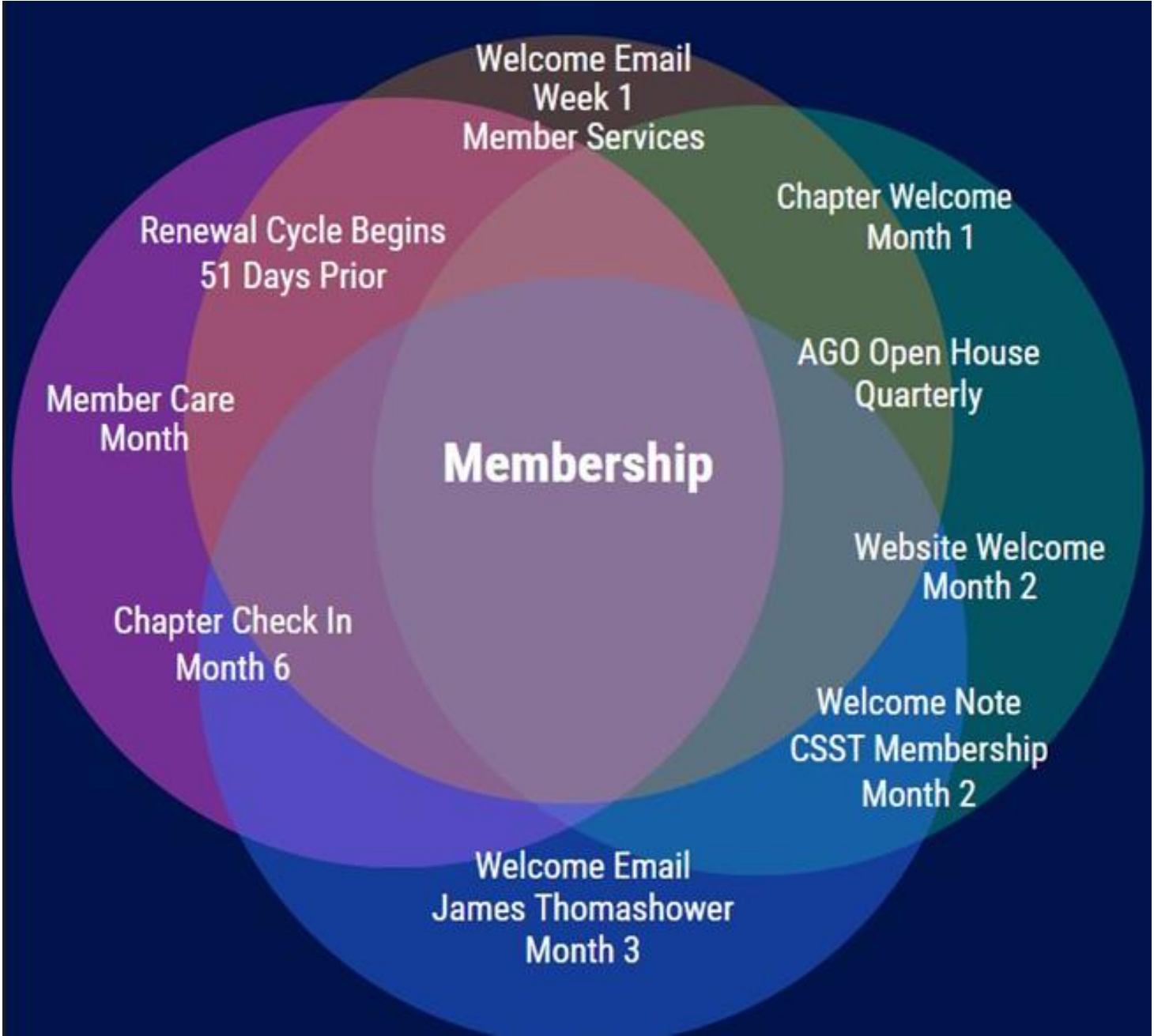
Maya Angelou



It takes days, weeks and months to recruit someone. It only takes minutes to lose one.

New Member Onboarding





The first year of membership is the most critical in retaining a new member.

Did they attend a new member orientation session?

Were they welcomed warmly into the life of your chapter?

Did you write about them in your newsletters and recognize them at the first program they attended?

Were they invited to participate in *micro-volunteer* opportunities?

All of these actions influence whether a member will or will not renew their membership.



Creating an Ambassador Program



Developing a *Chapter Ambassador Program* to Create Micro-Volunteer Opportunities

Benefits

- Grow your chapter's outreach and provide more robust member care.
- Micro-volunteer opportunities do not involve long term commitments.
- Can encourage everyone to be more active in your chapter.
- Chapter Ambassadors do not need to be board members.
- *Every member* can be an ambassador.

Micro-Volunteer Tasks

Overseeing the registration table at every program.

1. Providing Name Badges

✓ Everyone signs in to track attendance and collect contact information for prospects.

We have created templates for name badges that will include your chapter's logo. To request a template, please contact

J.W. Arnold, jwarnold@agohq.org



City or Region
Chapter

FIRST | NAME
LAST NAME

Micro- Volunteer Tasks

- ✓ Standing by the entrance of the church or event space to greet everyone as they enter.
- ✓ Being paired with a new member, inactive member or future member, to serve as an escort at a chapter event.
- ✓ Making sure that the new or prospective member feels a sense of belonging by introducing them to as many other members as possible.
- ✓ Serving as a “table host” at a luncheon, dinner or reception (no board members sitting together)!
- ✓ Serve as a program coordinator to confirm that *before* the program begins, during announcements, new members are acknowledged and visitors are welcomed.

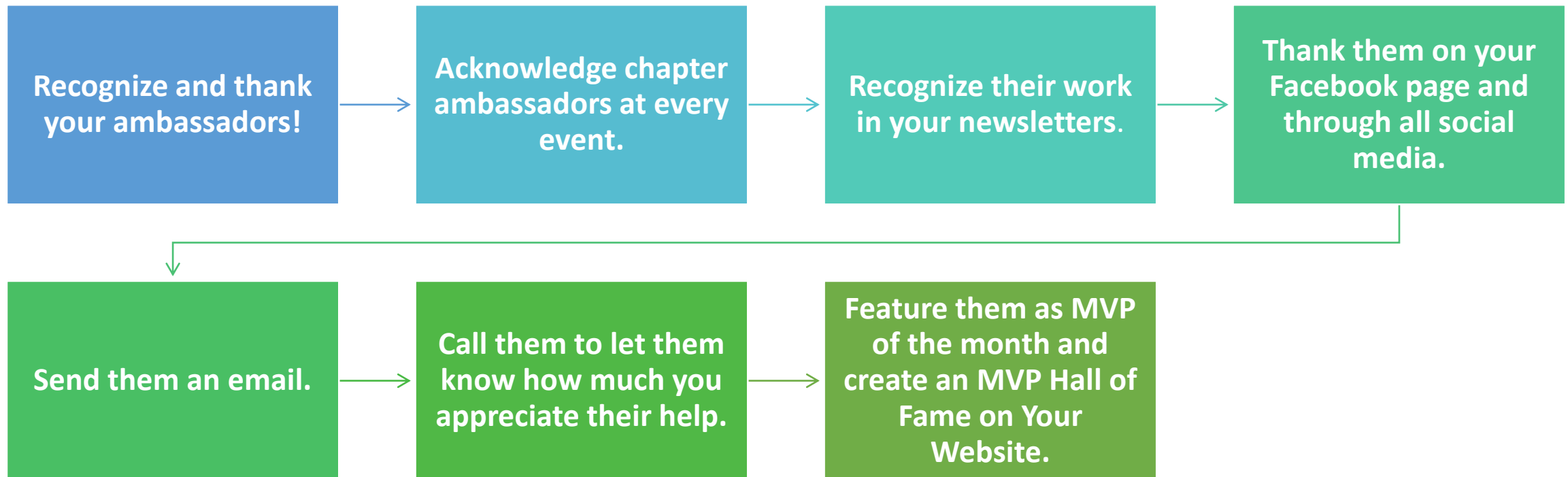
How to Recruit Ambassadors

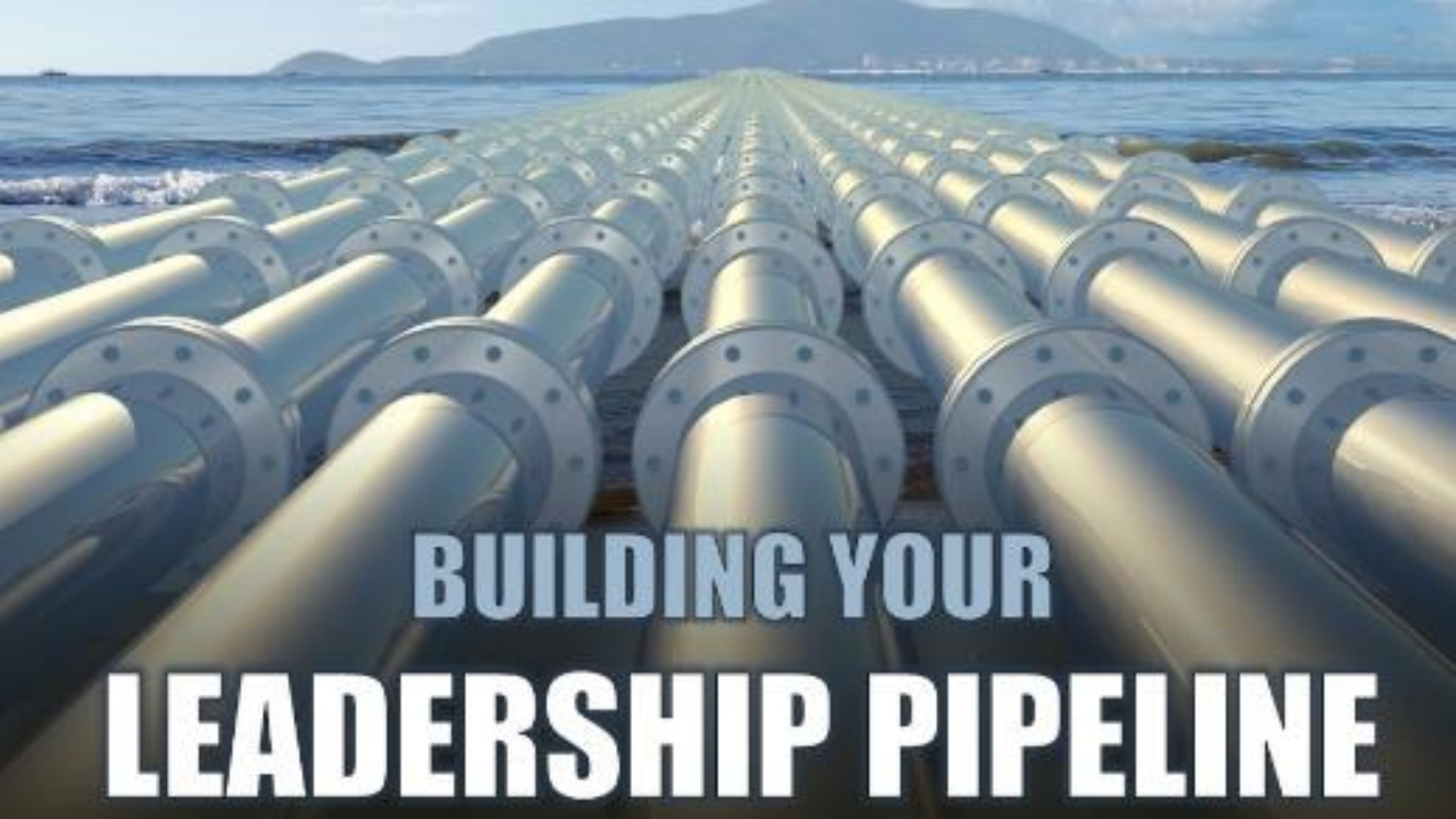
- Invite members to serve as chapter ambassadors through emails, newsletters, your Facebook page, social media and on your website.
- Provide flyers at your events to promote your chapter's ambassador program. Be sure to include a simple description of each micro-volunteer task and articulate the length of time it will take to complete the task.
- List the upcoming dates of your chapter programs and highlight special programs and initiatives. Create a list of tasks for each event that include the estimated length of time and encourage everyone to sign up for one task.

The great thing about having a Chapter Ambassador Program is that it does not require *long-term volunteer commitments*.

Seek, encourage, and respect one person at a time.

Dr. David K. Lamb





BUILDING YOUR

LEADERSHIP PIPELINE

Finding people who wish to serve on your board of officers has become increasingly difficult, because people are afraid of the commitment time.

Creating *micro-volunteer* opportunities is a highly effective way to give members an opportunity to become involved, which can encourage them to volunteer in a larger capacity, i.e., chapter officers.

This is the foundation of your leadership pipeline.

In order for it to be successful, it needs to be nurtured and monitored. Start now so that you will have a full slate of officers for the upcoming year.