



# AMBASSADOR PROGRAM HANDBOOK

The mission of the **One Acadiana Ambassador** is to champion One Acadiana and to promote, support, and engage members.

## ➤ What is a One Acadiana (1A) Ambassador?

An Ambassador is a goodwill representative of a business giving their time and energy to inform others (members and non-members) of opportunities and benefits offered by One Acadiana through membership. Ambassadors help build a stronger One Acadiana and a strong One Acadiana helps build a stronger region. Ambassadors are the cornerstone of that strength and our community's future success.



## ➤ Benefits of being a 1A Ambassador?

- The Ambassadors have fun and continue to be recognized as one of the most active and professional business-oriented volunteer groups in the area
- Guaranteed networking with willing and appreciative business members
- Introductions to a large pool of businesses and possible referrals
- Increased exposure for Ambassador's business
- Insight into the community and other businesses through guest speakers
- Name, company, and website links will be listed on our website
- Opportunity to be recognized as Ambassador of the Year at 1A's annual event
- Monthly meetings, ribbon cuttings, and Ambassador Socials are all networking opportunities to become further engaged

## ➤ The Purpose of the 1A Ambassador

- The purpose of the Ambassador Program is to **offer a special opportunity to volunteers that assist with the growth of 1A membership.**
- Participation is both an **honor** and a **privilege** as Ambassadors are highly visible in the Lafayette area business community
- The 1A Ambassadors are a group of **business professionals who volunteer** to serve as the retention, recruitment, and greeting arms of the organization
- In pursuit of this goal, Ambassadors will **increase members' knowledge** about programs, services, and marketing available to the members of 1A. Ambassadors **promote networking opportunities and relationship building** among our members
- Ambassadors exhibit the highest degree of **professionalism, knowledge, and integrity**, and help new members become acclimated to 1A
- **Ambassadors greet members and guests** at 1A functions, and offer their services **at events** by having a special Ambassador name tag that makes the 1A Ambassadors prominent at events
- Ambassadors represent 1A at **grand openings, ribbon cuttings, and other important events**



## Who is a successful 1A Ambassador?

- One who is **passionate** about helping other members engage with 1A
- One who is **driven** to engage with 1A and the business community
- One who **enjoys** expanding his/her professional contacts

## ➤ Monthly 1A Ambassador Meetings

Monthly meetings are held on the **first Friday of each month at 8:00 A.M. in the 1A Board Room and varying locations around Acadiana.** Breakfast and coffee are provided as well as an opportunity to go around the room and introduce yourself and the company you represent. At our monthly meetings, an agenda is shared and the topics vary from month to month. We keep this group updated on organizational wins and upcoming events. It is required to attend monthly meetings and stay informed in order to fully champion our efforts to current and future members of 1A.

## ➤ 1A Ambassador Standards

**To become an Ambassador, you must:**

- 1.** Be employed by a 1A member business in good standing
- 2.** Complete an application for Ambassador membership
- 3.** Attend majority of monthly Ambassador Meetings (held monthly on the first Friday)  
***Must attend 7 out of 12 meetings to continue participation in the Ambassador program.***
- 4.** Attend multiple 1A events of your choice
- 5.** Attend as many Ribbon Cutting events throughout the year as Ambassador's schedule allows

### How will people know I am an Ambassador?

- Purchase a name badge that states you are an official Ambassador, and wear it at all 1A events
- Ambassador's name and company will be listed on our website at [OneAcadiana.org/One-Acadiana-Membership/Our-Ambassadors](http://OneAcadiana.org/One-Acadiana-Membership/Our-Ambassadors)
- When making phone calls or sending emails on behalf of 1A, identify yourself as a 1A Volunteer Ambassador

## ➤ The Duties of the 1A Ambassador



### 1A Events, Celebrations, and Ribbon Cuttings:

- Attend as many grand openings and ribbon cuttings as your schedule permits (a monthly schedule will be emailed at the beginning of the month along with a weekly reminder)
- Arrive 10 minutes before scheduled Ribbon Cutting time to network
- Consider writing a review on the company's Facebook page then sign it with your name, mentioning you are a 1A Ambassador
- Use **#Proud1AAmbassador** and check-In
- Help document the event by sharing it on your personal and/or business social media pages

### Greeters:

- Be present at networking events and major 1A events
- Assist our Investor & Member Relations (IMR) team with check-in for events throughout the year (IMR team will provide instruction)

### Recruitment:

- Advising businesses to join 1A
- Emailing introductions to 1A IMR team
- Bringing possible new members to an event (IMR team will provide instruction)



# AMBASSADOR APPLICATION

## Contact Information

Full Name:	
Company:	
Job Title:	
Cell Phone:	
Work Phone:	
Email Address:	

## Why are you interested in participating as an Ambassador?

Briefly share what you are looking to get out of your experience as an Ambassador

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## Agreement and Signature

By my signature, I acknowledge that I have read, understand, and agree to the standards and duties outlined in the Ambassador Program Handbook on page 3.

Full Name (printed):	
Signature:	
Date:	

## Do you want to refer someone to join you as an Ambassador?

Full Name (printed):	
Email & Phone Number:	

Upon completion, please scan and email application to [Chris@OneAcadiana.org](mailto:Chris@OneAcadiana.org)