



## **Ambassador Program Description & Guidelines**

### **Mission Statement:**

The mission of the Greater Mankato Ambassadors is to be the greeting arm of Greater Mankato Growth, Inc. to promote the community and encourage expansion of established businesses and the development of new businesses in Greater Mankato.

### **Purpose:**

Ambassadors assist GMG staff with new member referrals and outreach to welcome business leaders to the business community. They also help GMG members celebrate business milestones such as grand openings, expansions or new development ground breakings, and anniversaries.

### **Volunteer Requirements:**

There are limited volunteer positions available (typically between 30 and 40 active Ambassadors serve each year.) Volunteers who work for active GMG members (at the Engaged or higher levels) can apply to be considered by a selection committee of Greater Mankato Growth. Volunteers should be a community minded professional who believes in the mission of Greater Mankato Growth and will be committed to being a positive representative of the organization and community. Interested volunteers should apply in writing to GMG. Prospective members should be active participants in Greater Mankato Growth, Inc. activities. The GMG selection committee will be responsible to review candidate applications and make selections at the beginning of every year or as needed throughout the year. Selections will be made based on the skills and diversity of the representation needed most on the team. When a new committee member has been accepted by the committee, an Ambassador Captain or a Distinguished Ambassador will mentor the new volunteer as they become familiar with the Ambassador role. Team Captains and GMG staff will monitor volunteer participation.

### **Time Commitment:**

- Monthly Ambassador meetings are held on the 4th Tuesday of the month at various member restaurants to generate new member leads and upcoming business events. Attendance is expected of all Ambassadors (optional for Distinguished Ambassadors.)
- In addition to monthly meetings, visits to call on potential new members may be scheduled during the second full week of each month for small teams as needed.
- Ambassador All-Call events are scheduled at the convenience of the member to celebrate their business milestone. All Ambassadors are encouraged to attend these All-Calls, with the Distinguished Ambassadors taking the lead.

### **Miscellaneous:**

- Ambassadors will be split into three teams for scheduled visits with each team having a Captain. The Captain will lead the scheduled visits. Teams will be organized by preference for the day of the week if available to ensure enough coverage of all teams.
- Each Ambassador will be responsible for purchasing his or her own blue jacket if one is not available from a past GMG Ambassador.
- Blue jackets representing the Ambassador should be worn to all events and meetings unless otherwise noted. During the summer, an Ambassador polo may be worn instead. (The purchase of a polo or other Ambassador item is voluntary.)
- Because there are always more interested members in becoming an Ambassador than there is space available, attendance and activity of the Ambassadors will be monitored.

### **Terms of Service & Distinguished Ambassadors:**

Ambassadors are asked to make a commitment of 2 years at a time. They can serve five consecutive 2 yr terms for a total of 10 years if they are sufficiently fulfilling their responsibilities. After 10 years, active Ambassadors will be moved to a "distinguished" status, which honors their commitment to the organization. Distinguished Ambassadors can continue to attend any Ambassador meeting, business visit or social gathering that they'd like to, but they won't be expected to fulfill the duties of an active Ambassador.