

*How to
Create a
Chapter
Ambassador
Program*





ASPE Chapter Ambassador Program

To help ASPE Chapters engage and retain new Members, ASPE's Membership Committee has developed a Chapter Ambassador Program that can be implemented at the Chapter level. Starting a program is easy and just requires a few dedicated veteran Chapter Members who are willing and eager to help new Members make the most of their new membership and foster better retention for the long term.



Why Implement a Chapter Ambassador Program?

Membership data analysis has shown that new ASPE Members are unlikely to renew their membership after the first year, and up to the ninth year of membership, if they do not find any value in being an ASPE Member. Many times this is simply because they are not aware of all of the professional and personal benefits that ASPE offers. This is where the Chapter Ambassador Program can help. The program pairs new Members with veteran Members (Ambassadors) to ensure that the most crucial year of the new Member's engagement with the Society is successful.

Matching Ambassadors with new Members will forge better engagement for the new Members at the Chapter level and demonstrate value to these Members, thus resulting in improved retention.

How Does the Program Work?



Upon notice that a new Member has joined your Chapter, the Chapter President will send the new Member a “Welcome to the Chapter” letter. (A sample can be found at the end of this brochure, and you can download a Publisher file of the letter in the Chapter Officers Resource Page on aspe.org.) The notice should contain an introduction to the Chapter, important contact information, upcoming meeting dates and locations, and the benefits of ASPE and Chapter membership. The letter should also introduce an Ambassador to help the new Member get started. (Don’t forget to copy the Ambassador on the welcome letter.) Upon receipt of the welcome letter, the Ambassador should call the new Member and discuss what brought them to ASPE. The Ambassador should strive to discover what the new Member expects/perceives to gain as value for joining.

Prior to the next Chapter meeting, the Ambassador and the new Member should meet to discuss career goals and Member benefits/expectations. These get togethers should continue prior to every Chapter meeting moving forward.

After a few months, the Ambassador should meet with the Chapter President and Membership Vice President to evaluate the likelihood that the new Member will renew given their recent engagement with the Society. The information the Ambassador gleans from their interactions with the new Member can be used to help tailor programs to aid in retention.

In exchange for the Ambassador’s work, the Chapter could offer to pay for the Ambassador’s lunch/dinner at Chapter meetings, if applicable, or provide some other incentive.

The Chapter could consider sending new Members who renew their first year to an ASPE Convention or Symposium. This gesture has the potential to lock the Member in for life and shows new Members what to look forward to if they take on a Chapter or Society volunteer role.

Who Would Make a Good Ambassador?

An Ambassador can be any ASPE Chapter Member who is enthusiastic about the Society and wants to help others in the industry benefit from the many opportunities ASPE offers.

Tips for Ambassadors



To be a successful Ambassador, keep the following tips in mind:

- Introduce your new Member(s) to other attendees at their first meeting to help break the ice and make them feel welcome.
- Engage in lively discussions. Learn as much as possible about your new Member and what they expect to gain from their membership to better serve them and others.
- Stay in touch with your new Members! Sometimes all it takes is a little human contact to keep someone actively engaged.
- Let new Members know who can help them with a technical question. Members who have support from other Members have a competitive edge at work. This is one of our most valuable membership benefits.
- Get to know new Members. As they learn more about ASPE, they will be more inclined to participate, so groom those who demonstrate leadership abilities to take on a Chapter Board role.
- Make a big deal about Members' achievements such as licensure, attaining the CPD, etc.



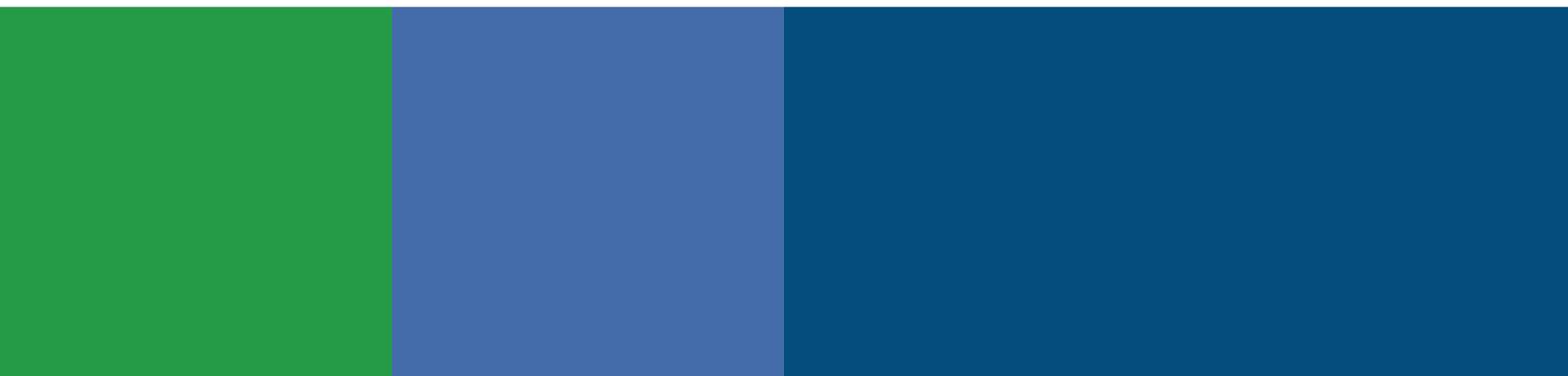
Testimonial

Listen to what
Vincent Quatraro of
ASPE's Long Island
Chapter has to say
about the Chapter's
Ambassador Program:

Last year, the Long Island Chapter of ASPE instituted an Ambassador Program in an effort to not only encourage new membership, but more importantly to also retain those new Members who had joined. We seem to be experiencing, nationally, a problem of membership retention. As such, I was happy to step into a role created for me by then Chapter President Vinny Falkowski, PE, PMP, CCM, which basically entailed "bird dogging" three new, young Members and offering whatever I could to keep them coming back to meetings.

I would reach out to them once or twice a month to find out about their projects, their responsibilities, and how the Chapter—and belonging to such an organization—could help further their careers by networking with their peers. I asked them to attend regular monthly meetings, even if the topic of that meeting was not familiar to them or if they thought they would not be interested in it. I also told them that being seen at a meeting—showing your face—can never hurt you in the long run.

The program was moderately successful; their attendance, while not constant, was acceptable, understanding the longer work hours imposed on some young engineers these days. We hope to continue this program as we believe in it, and speaking for myself, ASPE has always helped my career, one way or another.



Sample Welcome Letter



Welcome to the (Chapter name here) of the American Society of Plumbing Engineers (ASPE). You made the right choice in joining this Society and our Chapter. You may have joined because you were asked to by your boss or perhaps you have seen one of our publications or maybe you have a friend or two who are already members. The reasons to join are almost always different but the reasons to stay resonate with the professionalism of the leaders in our Industry; those who build networks of professionals who have common interests, who wish to enhance their career longevity, and those who want to be apart of our culture.

Recent studies show that new members who engage from an early point in their first year of membership tend to remain members for longer periods of time, build vital relationships with other members and grow with the Society and our Chapter. We are a family of colleagues whose interests sometimes differ but overall goals remain the same; to grow and build our industry of plumbing engineering professionals.

What happens now is up to you but if you follow our model for membership success we can guarantee that you will find great deal of value in being a member. We have assigned an ASPE Ambassador to you to guide you through your first couple of months as a member. He/she will meet with you briefly before our chapter sessions to review your wants and needs from our organization and bring you up to speed with our chapter culture. The process is meant to demonstrate what you can pull from our experiences, our trials, and tribulations. Each member ultimately puts into our society what they want to pull out from it.

Your ambassador will call you personally, spend 20-30 minutes interviewing you to determine why you joined, where you are in your career and where you want to go. They will share with you their ASPE experience, what they take away as beneficial and how they have come to be who they are. When you come to your first meeting they will introduce you to our family of ASPE members. We ask that you meet with your ambassador prior to at least three meetings to feel comfortable in this new setting and with your co-members. Naturally if you have questions that your ambassador can't answer please call me directly.

I wish you much success with ASPE and our Chapter. Use all we have to offer and grow with us and one day you will be our Ambassador to another generation.

ASPE Chapter President