



# 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 One Acadiana helps build a stronger region. Ambassadors are the cornerstone of that strength and our community's future success.



## ➤ What does it mean to be a 1A Ambassador?

### 1. Be in the Know

Be among the first to receive direct invitations to ribbon cuttings, grand openings and other exclusive events hosted by 1A and our members.

### 2. Connect with Members

As an Ambassador, you have the unique opportunity to assist 1A's Membership Team with recruitment and retention efforts.

### 3. Commit Your Time

Ambassadors are required to attend a one-hour monthly meeting which focus on organizational updates and upcoming opportunities with the community, all while learning more about local businesses and 1A's line of work.

## ➤ The Purpose of the 1A Ambassador

- The purpose of the Ambassador Program is to offer a special opportunity for 1A members to **enhance their engagement** with the business community while advocating for 1A's mission.
- Participation is both an **honor** and a **privilege** as Ambassadors are highly visible in the Lafayette area business community.
- 1A Ambassadors are a group of **business professionals and community leaders** who 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**, while helping new members become acclimated to 1A.
- 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

## ➤ The Duties of the 1A Ambassador

### To become an Ambassador, you must:

1. Be employed by a 1A member business in good standing.
2. Be in strong alignment with One Acadiana's mission and values.
3. Be an active participant in 1A events, programs, and functions prior to submitting an Ambassador application. *Ambassador Program participation is granted to those who make an active effort contributing to One Acadiana's work and mission throughout the regional business community of Acadiana.*
4. Be able to commit to the required time and participation levels for the duration of the program year.

### Application

The application process for One Acadiana's Ambassador Program is designed to identify passionate and dedicated individuals who are committed to 1A's mission and community engagement. Near the end of each calendar year, One Acadiana will open Ambassador Program applications. Any individuals meeting the eligibility requirements above are encouraged to apply.

*Applications must be fully completed to be taken into consideration.*



### Reapplication

Current Ambassadors wanting to continue their participation in the Ambassador Program are required to reapply each application period. Applications for returning Ambassadors will be provided directly by the Membership Team during the open application period.

**APPLICATIONS CAN BE FOUND AT**

**[ONEACDIANA.ORG/MEMBERSHIP/AMBASSADORS](https://oneacadiana.org/membership/ambassadors)**

## ➤ Selection Process

As the committee charged with the oversight of the Ambassador Program, the Membership Engagement Committee (MEC), in addition to 1A's Membership Team will gather to review and score program applications.

### New Applicants

Applications for new Ambassadors are scored and applicants are selected for the upcoming year's program based on two criteria:

**1.** Participation in 1A's events, programs, and functions

**2.** Quality of the application submitted

### Reapplicants

Applications for current Ambassadors will be scored on the same two criteria as a new Ambassador application.

**In addition to these two criteria, these applications will also be scored on that Ambassador's performance during their previous time in the program.**

Returning Ambassadors that are selected to participate in the upcoming year's program will be notified of their application status by the end of the year.

**The processes above aim to ensure that Ambassadors are well-equipped to represent our organization, engage actively with the community, and contribute positively to the mission of One Acadiana.**

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

- Purchase a name badge that states you are an official Ambassador. Wear it at all 1A events and functions you attend!
- Ambassador's name and company will be listed on our website [HERE](#).
- When making recruitment and retention calls or emails on behalf of 1A, identify yourself as a 1A Ambassador.



## ➤ The Duties of the 1A Ambassador

### Ambassador Standards

1. Attend the mandatory orientation at the beginning of each year. *This orientation is designed to provide essential information, set expectations, and ensure a successful start to the Ambassador experience.*
2. Attend the majority of monthly Ambassador Meetings, held monthly on the first Friday. *Must attend 7 out of 10 remaining meetings to stay in good-standing.*
3. Attend as many 1A events, programs, functions, ribbon cuttings, and member events throughout the year as you are able.
4. Make an effort in the recruitment and retention process on 1A and its membership. *Instruction will be provided monthly by the Membership Team.*

### Monthly Ambassador Meetings

Monthly meetings are held on the first Friday of each month, excluding December, at 8:30am in the 1A Board Room and at varying locations around Acadiana. Refreshments and meeting agendas are provided as well as an opportunity to introduce yourself and the company you represent. At the majority of monthly meetings, a different business will be featured highlighting the importance of supporting the local economy.

Each quarter, one Ambassador Meeting will be held at the 1A office providing Ambassadors with necessary organizational updates and wins. At these meetings, Ambassadors are able to bring guests. **See Page 6 for more information.**

It is required to attend a majority of monthly meetings to stay informed to fully champion One Acadiana's efforts throughout the regional business community.

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

- Attend as many grand openings and ribbon cuttings as your schedule permits
- 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

## ➤ Participation – How You Can Make a Difference!

### Recruitment

Ambassadors are highly encouraged to do the following:

- Advise businesses to join One Acadiana
- Email introductions to 1A's Membership Team
- Bring potential new members to an event, ribbon cutting, or other 1A function

#### **Bring A Guest to an Ambassador Meeting:**

Ambassadors are encouraged to bring colleagues and curious business leaders to the quarterly meetings hosted at 1A. This invitation provides the guest with an inside look into 1A and what it can do for their business and professional network!

*Guest registration forms will be provided prior to these meetings. Each guest is allowed to attend only one Ambassador Meeting as a non-member.*

### New Member Onboarding

- Participate in 1A's quarterly New Member Orientations, providing a first-hand perspective to new members.
- Serve as a "Member Mentor" for new members helping them become familiar with different aspects of member benefits throughout their first year of membership. This includes sending emails welcoming new members to 1A, inviting them to join you at 1A events, and checking in throughout their first year of membership. *Instruction will be provided monthly by the Membership Team.*



### Retention

Ambassadors will work with the Membership Engagement Committee to retain 1A members and engage them in various ways, helping members receive maximum value from their membership benefits. *Action plans will be provided as-needed.*

## ➤ Communications

- The 1A Membership Team will send “1A Weekly” emails each week regarding upcoming events, ribbon cuttings, and announcements to all active Ambassadors. This weekly touch point is important and serves as a chance for Ambassadors to coordinate their schedules accordingly to attend events as they are able.
- Ambassadors receive direct calendar invites for most ribbon cuttings, groundbreakings, and 1A events. From there, Ambassadors may accept or decline those calendar invitations as they wish or as their schedules allow. **Please note, Ambassadors may not receive all of these invitations, as discretion is always up to the host company as to if Ambassadors are invited.**
- 1A events requiring registration in order to attend will be sent out in the 1A Weekly emails, but not as a calendar invitation. Please ensure you are registered for these events before adding them to your calendar.
- Monthly Ambassador Meetings will also be sent out as calendar invitations. Attending these meetings is a requirement of Ambassador Program participation and should be prioritized. If an Ambassador is unable to attend a monthly meeting for any reason, they should immediately notify the Membership Team.

**If you are not receiving communications or calendar invitations, please contact the Membership Team at [Info@OneAcadiana.org](mailto:Info@OneAcadiana.org).**





## ➤ Leadership Opportunities

As an Ambassador, you have the opportunity to serve in a leadership capacity as the Ambassador Program Chair. The Chair is required to sit on 1A's Membership Engagement Committee for the duration of their calendar year term.

**For more information, contact the Membership Team at [Info@OneAcadiana.org](mailto:Info@OneAcadiana.org).**

## ➤ Change of Employment

Should an active Ambassador leave the employment of a One Acadiana member or investor company, the Ambassador has ninety (90) days to do the following:

1. Become an employee of a company that is a member of One Acadiana in good standing.
2. Become a member of One Acadiana in good standing as an individual.
3. Complete and submit a membership application with the new employer's information.

## ➤ Excusal & Resignation

Ambassadors who cease to well-represent 1A, its mission, or affiliated entities may be relieved of their Ambassadorship at any time. Dismissals are at the sole discretion of 1A staff.

Ambassadors may resign from their Ambassadorship at any time for any reason. Ambassadors who voluntarily resign may reapply for active Ambassador status during the next open application period and reinstatement will be subject to the approval of the Membership Team and MEC. It is recommended that those wishing to reapply for Ambassadorship maintain an adequate level of engagement with 1A.





**ONEACADIANA**

**LAFAYETTE CHAMBER.**  
**REGIONAL ECONOMIC DEVELOPMENT.**

## **HAVE QUESTIONS?**

Contact 1A's Membership Team at  
**[Info@OneAcadiana.org](mailto:Info@OneAcadiana.org)** or at **(337) 408-3668**.

