

AMBASSADORS



TACOMA PIERCE COUNTY
ASSOCIATION OF
REALTORS[®]
PROGRAM

WHAT IS AN AMBASSADOR?

A TPCAR Ambassador is a volunteer who is committed to help grow and retain TPCAR membership through an extension of the association's communications, events, networking, and mentorship.

REQUIREMENTS TO BE AN AMBASSADOR

- Be an Affiliate member of TPCAR in good standing
- Be committed to serve as a TPCAR Ambassador

BENEFITS OF BEING AN AMBASSADOR

- Grow your business by building relationships with REALTORS, other affiliates, and TPCAR staff
- Gain visibility by volunteering at events and participating in the mentor program
- Receive additional recognition through the Ambassador of the Month program
- Be eligible for special end-of-the year Ambassador awards

DUTIES OF TPCAR AMBASSADORS

- Help retain members through personal outreach via the mentorship program
- Grow TPCAR Membership through active recruiting and referrals of Realtors and Affiliates
- Support, promote, attend, and volunteer at TPCAR events



AMBASSADOR POINT SYSTEM

Ambassadors will track their points each month and turn in their tally sheets at the monthly meeting. Points are tracked in the following categories and assigned the following values:

10 pts.	Attending the monthly Affiliate Committee Meeting
10 pts.	Attending a TPCAR event
25 pts.	Volunteering at a TPCAR event
5 pts.	30-Day Mentorship touch
10 pts.	60-day Mentorship touch
25 pts.	90-day Mentorship touch
50 pts.	Recruiting a new Affiliate who joins TPCAR
25 pts.	Recruiting a new Affiliate who joins the Affiliate Committee
25 pts.	Donating a raffle item to a TPCAR event
10 pts.	Donating items to swag bags

AMBASSADOR RECOGNITION

AMBASSADORS OF THE MONTH

Three Ambassadors who have accumulated the highest number of points that month receive Recognition in InFocus Newsletter and on TPCAR Social Media channels

AMBASSADOR OF THE YEAR

Ambassador who has accumulated the highest number of points during the year.



AMBASSADOR MENTORSHIP PROGRAM

The Mentor Program is designed to give one-on-one support and guidance to new members of TPCAR. With the goal of retention, Ambassadors will be accountable for taking these new members under their wing and emerging them in the TPCAR's culture and community of other businesses and business owners. Participation in the mentorship program is voluntary, and not required.

Ambassadors will sign up to mentor new members each month and will utilize the "30,60,90" day system as a guide in how to interact with their mentees. The Association's hope is that after the initial timeline is complete, the business relationship between the mentor and mentee will continue and be a catalyst for doing business with one another, as well as providing support for the member with the hope of retaining TPCAR membership.

TPCAR will provide pre-written messages which should be used to communicate with mentees throughout the 90 days. Ambassadors are encouraged to personalize messages in order to make soft introductions to their own businesses and areas of expertise.

30 DAYS: Ambassadors will have 30 days to do an initial contact with their mentee. The meeting The goal is to reach out as soon as possible to (a) personally introduce yourself as their mentor and guide throughout membership (b) get to know a little more about them and (c) report any concerns to TPCAR staff.

60 DAYS: Within 60 days of contact, event Ambassadors will follow-up with their mentee in order to obtain feedback and check in. If there is a question an Ambassador is uncomfortable answering or doesn't know the answer to, they are encouraged to contact TPCAR.

90 DAYS: By the 90 day mark, Ambassadors should have made their final contact with their mentees.

