New Member Ambassador Program

Check List

Please follow this check list as you reach out to each assigned new member and use the sample outreach messages as guidance. Of course, you are welcome to go beyond this list!

- ☐ **Initial Contact:** ○ Reach out by email or phone and welcome them.
  - ○ Ask if they have questions regarding VSAE benefits and resources.
    - Note: they should have received their new member packet within one week after you are notified of your assignment.
  - ○ Encourage them to get involved - e.g., join a committee, participate in SIG(s).

- ☐ **Quarterly:** ○ Send a personal note (mail or email) or call to see how they are doing.
  - ○ Encourage them to attend upcoming VSAE events, especially marquee events like the Annual Conference and Fall Conference.

- ☐ **At VSAE Events**: ○ Join your fellow Ambassadors at the registration table to greet new members. ○ If possible, sit with your mentee(s) at meal functions and introduce them to other members at receptions.
  - ○ If your mentee(s) fail to attend events, contact them, and let them know they were missed.

For questions and assistance, contact Dana Parker, VSAE Account Manager, by email at dana@vsae.org, or call 804-747-4971.

INITIAL OUTREACH EMAIL

Welcome to VSAE! I'm excited to be your New Member Ambassador and share what I've learned.

I'd love to set up a time to meet (by phone, video or in-person) so we can get to know each other better and see how I can be helpful to you.

In the meantime, below is VSAE's "10 Under 10" list. These are 10 things you can do in under 10 minutes each to find out what VSAE has to offer and how you can get involved.

1. Follow us on LinkedIn (and please like, comment or share a recent post!)

2. Read the latest newsletter. Contact Lorraine Meade if you'd like to write an article.
3. Check out the calendar of upcoming events (you can download the calendar here)
4. Register for a seminar or conference
5. Sign up for a SIG or a sign up for a committee
6. Connect with members and share information through an eList
7. Planning to take the CAE exam? Sign up for the next CAE Study Group
8. Check out the job board - maybe post a position or share one with a colleague?
9. Check out virtual tours of Virginia properties
10. Update your VSAE profile and your eList subscriptions

Please don't hesitate to reach out if you have any questions. I look forward to talking to you soon!

3-MONTH CHECK IN EMAIL

How's it going? Have you registered for a VSAE event lately? The next one I'm registered for is (enter your next event). VSAE's (next keystone event) is coming up in (enter month). That's also a great one if you're looking for some education and a chance to connect with your colleagues.

6-MONTH CHECK IN EMAIL

How has work been since our last chat? If you're looking for a way to troubleshoot and vent, I highly recommend VSAE's Special Interest Groups (SIGs). Another way to get involved is to sign up for a VSAE committee. You can also get answers to questions, share information and connect with fellow members through the eLists.

9-MONTH CHECK IN EMAIL

Are you liking VSAE? Has it been helping you at work or are there other challenges you'd like to tackle? Please contact me if you have questions, concerns, or just wish to catch up.

12-MONTH CHECK IN EMAIL

Wow, one whole year with VSAE! When you look back on it, do you feel like you've learned a lot this year?

If you're tallying up your continuing education credits, VSAE has a downloadable event calendar to help you track your education. It's also a handy document for planning the events you want to attend over the course of a year.

Its been a pleasure to be your Ambassador this past year and I hope you found it to be worthwhile. Please let me know if I can be of assistance at any time and thanks for being a VSAE member