

# Ambassador Training

## Creating a Culture of Connections

National Association of Residential  
Property Managers



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### Important Note:

The ideas expressed in this presentation are just that – ideas – you and your RVP can tailor, mix and match, and amend in any way you feel will work better for you!

Chapter structure can differ from national as long as chapter's activities are not in conflict with national bylaws.



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### Goals for today

- Overview of what it means to be an Ambassador
- Outline the benefits and requirements
- Understand the mindset of a great Ambassador
- Discuss ways you can partner with your RVP
- Discuss best practices when visiting a Chapter
- Understanding the Chapter Health Assessment
- Answer any questions you may have



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What it means to be an  
Ambassador

  
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What it Means to Be an Ambassador

- *The Ambassador is a representative at the chapter level, who volunteers their time to serve as a liaison between the Regional Vice President (RVP) and the chapter.*
- The **ambassador's** primary roles are to provide support to the RVP and the chapters in the areas of chapter growth and sustainability as well as to strengthen the connection with new and first-year **members** to create welcoming environments in which they can thrive as members.

  
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- Ambassadors ensure that members and potential members are having their needs met and are gaining value from their membership.
- Ambassadorship provides our members with an opportunity to have more ownership within the organization, develop more meaningful relationships, and allow the RVPs to focus their time on training and directly impacting their regions.

  
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You're the connection!



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What are some of the benefits of being an Ambassador?



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**Benefits of Being an Ambassador**

- Increased networking opportunities including:
  - Connecting one-on-one with new and existing NARPM® members
  - Potential for increased referral opportunities through other Ambassadors and members
- Heightened visibility to develop business contacts through association with other volunteers and NARPM® members.



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## Benefits of Being an Ambassador

- Opportunity to affect change within your local business community
- Opportunity to help your local/regional chapters show their NARPM® community pride
- Opportunity to get insider's perspective of what's going on in NARPM® and in your region



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## Benefits of Being an Ambassador

- Opportunity to lead and impact the development of our industry
- Increased education through special Ambassador trainings and mentoring
- Opportunity that may lead to larger leadership role(s) within NARPM®
- Lasting business relationships and friendships
- Ultimately, create a culture of connections



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You're our future leaders!



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What are some of the requirements of being an Ambassador?



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**Requirements of Ambassadorship**

- Is a member in good standing with NARPM®
- Is knowledgeable about the offerings of NARPM® as well as the inner workings of chapter leadership
- Possesses strong interpersonal skills and be sensitive to member/potential member needs
- Attends quarterly Ambassador mentoring sessions
- Attends yearly Ambassador Training
- Has the ability to travel when requested to visit other chapters within the region\*



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**Requirements of Ambassadorship**

- Makes a commitment of one (1) year to the NARPM® Ambassador Program
- Is able to dedicate a minimum of 5 hours monthly.
- They have successfully completed an individual candidacy for a recognized NARPM® designation
- They have served as an Officer or Director/RVP for a Region, or State, or Local Chapter. Served as a Chair and/or Vice Chair of NARPM® National Committee or Task Force; Chair of a local chapter committee; and/or served in an active capacity on a NARPM® National Committee for a minimum of two (2) years.
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The Mindset of a GREAT Ambassador



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The Mindset of a Great Ambassador

Your ultimate goal is to make the Chapters feel “cared for” and “connected” to National!



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Partnering with Your RVP

Partnering with your RVP allows you to figure out “your” best “fit” so you can maximize chapter impact!



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### Examples of how to partner with your RVP

- To actively promote chapter growth in their region
- To increase the retention rate of the existing membership by conducting ongoing goodwill calls and relationship building with the membership of the chapters within their region
- Mentoring new chapters- in-formation as to what is required of them
- Remain in contact with all chapters in their respective region
- Ambassador will fill out a "Chapter Health Assessment Form" after each visit and update the RVP on the status



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### Examples of how to partner with your RVP

- Meeting with members to help with local issues.
- Following up with members that have dropped out due to non-renewal
- Assist members with introduction to other members that prove beneficial to their business
- Support struggling chapters in partnership with the RVP and NARPM® National Staff



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### Examples of how to partner with your RVP

- Assist the RVP with communications to the chapter, to include but not limited to, paperwork, emails, articles and welcome letters
- Assist in creating an agenda for the RVP conference calls to the chapters while making sure the NARPM® National Staff has the conference call emails to send out
- Assist in the collection of chapter compliance updates as needed



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Creating that  
NARPM® Experience!

  
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Visiting Chapters

  
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Visiting Chapters

**Best practices when arranging to visit a chapter**

- These meetings should coincide with a Chapter Meeting and possibly their board of directors meeting
- Try to schedule several meetings with chapters back to back so it makes less time the Ambassador is out of the office.
- Arrange for a volunteer to pick you up from the airport (if flying) so you can chat about the chapter and how things are going

  
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## Visiting Chapters

### Preparing for the visit:

- Along with the RVP, determine the chapters that would benefit from a visit (growing or struggling)
- Contact chapter president to talk about current challenges and arrange for a visit
- Prepare an educational presentation to share with the Chapter. Send topic to leadership well in advance to visit so it can be promoted
- Reach out to chapter leadership to arrange time to get together and discuss their challenges



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## Visiting Chapters

### Preparing for the visit:

- Review updated roster of chapter and send note to those you know, letting them know you will be in town and hope to see them at the meeting
- Review updated roster for key influential members and schedule time to get together to connect and make sure their needs are being met
- Help the chapter in the marketing of the event. Find nonmembers who are close by and send a list to chapter leaders so they can send invitations to attend.



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## Ways you can improve the health of a Chapter



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## Top Ways to Improve a Chapter

- Follow the “elements of a good meeting” on page 25
- Assist the leadership with being enthusiastic (positive)
- Create a welcoming environment for the members and guests
- Assist them in getting more members involved by sharing the benefits of additional exposure
- Strategies on the best way to invite guests (to include who would make great guests exercise)
- Suggest a “chapter health assessment”
- Suggest they visit another chapter that is doing well to see what they are doing



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## Chapter Health Assessment

Chapter Health Assessment		Assessor:	Chapter:	Date:
<p>This assessment is designed to determine whether the chapter is on track to succeed. Take a few minutes to answer each question by writing each item on a scale of 1-10 using the rating system below. After you answer all the questions, average your score and rate the chapter.</p> <p>1=Never Appropriate    2=Improvement    3= They are on their way but still need improvement    4= Excellent They are doing the right things</p>				
Objective	Grade	Notes		
<b>Member Recruitment</b>				
Does the chapter have a goal for new member growth?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a recruitment strategy?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a plan for recruitment?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a plan for recruitment?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a plan for recruitment?	1 2 3 4 5 6 7 8 9 10			
<b>Chapter Meetings</b>				
Does the chapter have a goal for meeting attendance?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a plan for meeting attendance?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a plan for meeting attendance?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a plan for meeting attendance?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a plan for meeting attendance?	1 2 3 4 5 6 7 8 9 10			
<b>Chapter Leadership</b>				
Does the chapter have a goal for leadership development?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a plan for leadership development?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a plan for leadership development?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a plan for leadership development?	1 2 3 4 5 6 7 8 9 10			
Does the chapter have a plan for leadership development?	1 2 3 4 5 6 7 8 9 10			
<b>Average Score:</b>				



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## Questions?



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Reach out to your RVP

NARPM National Headquarters  
(800) 782-3452

Web site: [www.NARPM.org](http://www.NARPM.org)



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Thank You



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Jim Roman  
[www.JimRomanOnline.com](http://www.JimRomanOnline.com)

804-938-8326  
[JimRoman@JimRomanOnline.com](mailto:JimRoman@JimRomanOnline.com)



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