



## Aurora Alliance Ambassador Committee

The Ambassador Committee is an integral program within the Aurora Regional Economic Alliance that serves as champions of the organization's mission. Ambassadors are key volunteers who frequently attend events and offer an important link between the Aurora Alliance and its membership. Under the guidance of the Membership team, ambassadors play a significant role in recruitment and retention efforts by actively promoting the Aurora Alliance's purpose as a leader in the regional business community.

**Aurora Alliance Mission**  
To drive economic growth and prosperity by advocating for businesses, delivering high quality resources, and fostering connections that support long-term success across the Aurora region

### Benefits of Being an Ambassador

- Featured profile on the Ambassador Committee page of the Aurora Alliance website
- Enhanced leadership development and networking
- Increased exposure for your business
- Expanded base of contacts and clients

### General Guidelines

1. Remain dedicated to furthering the mission of the Aurora Regional Economic Alliance.
2. Invite colleagues and business connections to events, introduce the Aurora Alliance to potential members, and promote the Aurora Alliance through your connections and channels.
3. Stay alert to new member prospects and refer potential new members to the Aurora Alliance team.
4. Attend as many committee meetings as possible to network with fellow ambassadors and at least one New Member Orientation per year to stay up to date on Aurora Alliance benefits and connect with new members.
5. Regularly attend events hosted by the Aurora Alliance at the member price to lend support by welcoming guests, engaging with members, and helping others make connections to grow their business.
6. Engage in member outreach and contribute to our goal of connecting with every member each year through meaningful exchanges that show a genuine interest in their business while also educating them on the benefits and events at the Aurora Alliance.
7. Adhere to all policies of the Aurora Alliance, including the Code of Ethics, and always represent the Aurora Alliance in a professional and ethical manner.
8. Offer suggestions regarding potential new ambassadors and Aurora Alliance program improvements.

## **Get Ready to Tell Your Story**

Your greatest asset is your authentic message about your experience with the Aurora Alliance. When telling your story to potential or existing members, think about how you would answer the following questions:

- What is your experience with the Aurora Alliance? Length of time (even back to Chamber history)? Why did you join?
- What is the best thing you've experienced as a businessperson in this community because of the efforts of the Aurora Alliance?
- What problem did the Aurora Alliance help you solve in your own business?
- What have you learned from Aurora Alliance membership and applied to your professional life?

## **Ways to Connect and Contribute**

### **Social Media Engagement**

The Aurora Alliance is always looking for, and appreciative of, professionals who help spread the word about the valuable events and programs the Aurora Alliance offers. Ambassadors who use social media are encouraged to like, comment, and interact with our Aurora Alliance page content as well as follow and tag other members online to underscore the community aspect of the organization.

### **Event Attendance**

The Aurora Alliance hosts events throughout the year at which ambassadors can network and help others make connections. Many events, such as the Morning Power Club and Business After Hours, are free for members attend. The Annual Golf Classic is another opportunity to volunteer in a nongolfing capacity.

### **Membership Leads**

Ambassadors can get involved by sharing with the Aurora Alliance staff any potential membership leads. To do this, ambassadors can send a quick email (to [membership@auroraalliance.org](mailto:membership@auroraalliance.org)) with a prospect's contact information or complete a brief [New Member Prospects Form](#).