



AMBASSADOR

PROGRAM OVERVIEW

PURPOSE

The NAA Ambassador Program helps turn membership in the National Auction Association (NAA) into a personal experience.

NAA's new member experience is designed around a simple progression during a member's first year:



During the first 90 days in particular, NAA intentionally combines communications, personal outreach, introductions and opportunities to participate so that new members don't simply receive information about their membership—they begin experiencing its value.

Our goal is that by Day 90, every new member has:

- Experienced tangible value from NAA.
- Made at least one meaningful human connection.
- Taken at least one meaningful action within the association.

Ambassadors help make the human side of that experience possible.

WHO ARE AMBASSADORS

Ambassadors are engaged NAA members who genuinely enjoy welcoming people, making connections and helping others find their place within the association.

They provide personal touchpoints at key moments in the new member journey and help create a welcoming experience at NAA events.



This is not a sales role or a formal mentoring program. Ambassadors are there to help another auction professional feel like there are people within NAA who know them, welcome them and are willing to help.



WHERE AMBASSADORS FIT IN THE NEW MEMBER JOURNEY



DAYS 7-21: WELCOME CALL

Approximately one week after joining NAA, new members enter the Welcome Call process.

An Ambassador may be assigned a new member and asked to make a brief 5–10 minute personal welcome call between Days 7–21.

The purpose of the call is not to present a list of NAA benefits. It is to welcome the member and learn about them.

Ambassadors should explore questions such as:

- What made you decide to join NAA?
- What are you hoping NAA can help you with?
- What would make your membership feel worthwhile a year from now?
- Is there anyone I can introduce you to or anything I can help you find?

When an Ambassador promises to provide a resource, answer a question or make an introduction, they are expected to follow through.



DAY 45 AND BEYOND: MEMBER MATCH

Around Day 45, new members will be invited to participate in NAA Member Match by answering a simple question:

“Would you like NAA to introduce you to another auction professional?”

Members who say yes can tell us what kind of connection would be most useful. They may want to meet someone who:

- Works in their auction specialty.
- Lives near them.
- Has been in the profession longer.
- Is also new to the profession.
- Has an NAA designation they're interested in.
- Has experience growing an auction business.
- Competes in auction competitions.
- Is active in NAA.
- Has another background or experience relevant to their goals.

NAA staff will identify an appropriate connection, and Ambassadors may be asked to serve as that match.



DAY 45 AND BEYOND: MEMBER MATCH

When asked to participate, Ambassadors agree to:

- Respond to the introduction within 2–3 business days.
- Have a brief, welcoming conversation with the member.
- Answer questions candidly.
- Share their own experiences when useful.
- Make another introduction when someone else in their network could be helpful.

Member Match is intentionally not a mentoring program. There is no mentoring agreement, required monthly contact or long-term commitment. The goal is simply to give a member one useful human connection and help them begin building their own NAA network.

HELP MEMBERS FIND THEIR PEOPLE



Connection remains an important part of the entire first-year experience. Ambassadors may occasionally be asked to help NAA connect a member who has indicated that they haven't yet developed relationships within the association or who is looking for a particular type of professional connection.

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Sometimes the most helpful thing an Ambassador can say is:

“ I know someone you
should meet. ”

CONFERENCE & SHOW - CREATE A WELCOMING EXPERIENCE

Conference & Show can be one of the most powerful opportunities for a member to build relationships and experience the NAA community—but walking into a large national event for the first time can also be intimidating.

Ambassadors help make Conference & Show easier to navigate and more welcoming.



Ambassadors may be asked to serve as:

- Greeters welcoming attendees as they arrive.
- Wayfinders helping attendees navigate the event and find sessions, activities and resources.
- Education monitors assisting with education sessions and the attendee experience.
- First-timer connectors introducing newer attendees to other members.
- Event volunteers assisting NAA staff with other attendee-experience needs.

Ambassadors may also be invited to participate in first-timer activities and intentionally meet attendees who are new to NAA or Conference & Show.

The goal is not simply to help people find a room. It is to help them feel like they belong in the room.

WHO MAKES A GREAT NAA AMBASSADOR?



NAA Ambassadors do not need to be current or former association leaders. Leadership titles, designations and years of membership should not be the primary qualifications.



Great Ambassadors are members who:

- Genuinely enjoy meeting and welcoming people.
- Will pick up the phone and have a personal conversation.
- Are approachable, responsive and dependable.
- Know NAA well enough to help someone navigate the association—or know whom to ask when they don't have the answer.
- Enjoy connecting people with one another.
- Respond to Ambassador requests within 2–3 business days.
- Follow through when they promise to help.
- Are willing to assist onsite at Conference & Show.
- Represent NAA in a positive, inclusive and welcoming way.

Most importantly, Ambassadors should believe that relationships are one of the most valuable parts of belonging to NAA.

PROGRAM STRUCTURE

The Ambassador Program is intentionally designed to be simple. It is a volunteer service program, not a standing committee. There are no officers, monthly meetings or unnecessary reporting requirements.

NAA staff will coordinate welcome-call assignments, member match introductions, specific member connection requests, and conference & Show volunteer opportunities.



WHAT SUCCESS LOOKS LIKE



The Ambassador Program is successful when a new member can say:

“Someone from NAA called to welcome me.”

“NAA introduced me to someone who could actually help me.”

“When I came to Conference & Show, I knew someone.”

“I feel like there are people in NAA I can reach out to.”

That is the role of an NAA Ambassador: helping turn membership into connection, and connection into belonging.



**For more information, email
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