

NAA AMBASSADORS

The NAA Ambassadors are responsible for building relationships with state and regional auctioneers in order to recruit and retain members of the association. This is done by contacting new and lapsing members assigned to Ambassadors according to state (or region) of residence. Ambassadors are volunteer representatives performing duties that communicate the importance and relevance of membership in the National Auctioneers Association. This group has both monthly and as-needed tasks, including:

- 1) At the beginning of each month, Ambassadors will contact a list of members that joined the association within the last month via phone call or e-mail.
- 2) At the end of each month, Ambassadors will contact a list of members that have not renewed their membership in their lapsing month via phone or e-mail.
- 3) During these times of member contact, Ambassadors build relationships and share NAA services and benefits.
- 4) All contacts should be made within a week of receiving the list. Ambassadors will twice-monthly report the results of their contact back to the Membership Coordinator for tracking.
- 5) Ambassadors assist the NAA by promoting its mission on a state and regional level. All opportunities to promote the NAA are appreciated. This could include helping Speakers Bureau representatives recruit new members at state conventions, report relevant member concerns to staff or assist with other membership needs.

Composition

- The Ambassadors will be made up of a representative (or representatives) from each state. Some Ambassadors may be responsible for multiple states if needed. The Membership Coordinator is the staff liaison.
- Ambassadors will serve a one-year term.
- Vacancies will be filled by NAA Staff.

Competencies

The following competencies have been identified for those who serve on this committee:

- History of commitment to the NAA
- Comfortable talking to new people
- Strong verbal and written communication skills
- Proficient with computers
- Comfortable with email programs
- Can download/upload documents with ease
- Skilled at bringing people together
- Attention to detail
- Meets deadlines
- Self-motivated