



MARYLAND BUILDING INDUSTRY ASSOCIATION

MBIA **AMBASSADOR** PROGRAM

The key to retention is member involvement.

WHY RETENTION IS SO IMPORTANT



RETENTION #'s

New builder members have an average renewal rate of 56.9%. The average renewal rate for new associate members is just over 50%. Engaging new members early in their membership tenure is one of the most effective things we can do.



LIFETIME VALUE IS OVER \$5,000

On average, a member stays about 8.3 years. During that time, the member pays their dues year after year. They also pays for events, builder mart, sponsorships, etc. Over the span of their membership, MBIA collects much more than just dues revenue.



LOUDER VOICE

A larger membership makes MBIA stronger, including more personal input on advocacy efforts and the issues that matter to us most.



LARGER NETWORK

Doing business with a member is the #1 reason members join. More members equal a larger list of business contacts.

WHY BE AN AMBASSADOR?

What is an Ambassador?

Our ambassador program provide stability and guidance for our new members. The ambassador program is meant to get new members involved and add that personal touch. Ambassadors focus on exposing new members to opportunities specific to their needs and make them feel at home. They provide a name and face to the organization, integrate new members into your association, and help deliver stability and guidance as a mentor figure. The new member receives individual attention and feedback to their specific needs.

Expectations

- Reach out with a welcome to the new member introducing yourself
- Initial connection meeting, ideally in person. Provide guidance on navigating the association
- Invite them to events and new member orientation
- Introduce them to other members and make recommendations
- Occasionally check in discuss how things are going with business, life and the MBIA

BECOME AN AMBASSADOR

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