

**Urbandale Chamber of Commerce Connectors**  
**Operating Procedures**  
*Revised December 2020*

**Mission Statement:**

To promote, support and engage members in the Urbandale Chamber of Commerce as the welcoming arm of the organization.

**Purpose:**

The purpose of the Connectors is to help new members feel welcome, assist them in understanding and engaging in their member benefits, host new members, assist with member engagement, increase member retention, and assist with special events of the Chamber through the following activities:

1. Assigned new members:
  - a. Each Connector will be assigned up to four new members during a calendar year. Connectors are asked to meet with each of their new members in an initial face-to-face encounter and touch base with them monthly. These monthly outreaches can include personal calls and/or emails to new members to answer questions regarding the Chamber, actively trying to help them reach their goals of why they joined the Chamber, inform them about current chamber activities and encourage Chamber involvement by discussing their Chamber benefits. Connectors are asked to track their outreaches with each new member on a shared document found in their Member Information Center (MIC), under the Resources tab.
  - b. Connectors agree they will not attempt to solicit or sell any goods/services during their initial conversations with new members. If an inquiry is made by the new member about the Connectors line of work, information may be shared. Connectors understand their role is not one of sales, but rather of building relationships.
  
2. Attend and/or actively participate in the following:
  - a. **Chamber Membership Luncheons:** Lunches are held on the 3<sup>rd</sup> Wednesday every other month. Connectors are asked to assist at the registration table and host the New Member Table. At this table, Connectors will welcome new members and ‘buddy up,’ getting to know each other and visiting the sponsor tables and introducing them around during the luncheon.
  - b. **Urbandale Chamber Member Ribbon Cuttings:** There are usually several ribbon cuttings per month, which Connectors are asked to attend.
  - c. **Connector Meetings:** Meetings are held over the lunch hour on the second Tuesday of the month. At these meetings, Connectors are asked to highlight conversations they have had with their assigned new member, volunteer for any event registrations and problem-solve on any challenges they have heard about or our facing and educate one another.
  - d. **Groundbreaking Ceremonies:** Attend when they are scheduled (typically only a few each year).
  - e. **Meet the Chamber:** This event (open to new and existing members to learn about leveraging Chamber membership effectively) is an informal coffee meeting led by the Chamber’s Vice President. It is held monthly typically on the first Tuesday in the Chamber Board Room from 9-10 am. Connectors help answering questions and providing testimonials about their Chamber experience and encourage other members (both new and existing) to attend.
  - f. **AM Exchanges:** These are our early morning events, held on the 4th Tuesday of the month from 7:30 – 8:30 a.m. Connectors are asked to attend and to work the registration table, as well as look for opportunities to identify anyone standing alone and help introduce them around and

make them feel comfortable. They will also be asked to buddy up with any guests during this meeting and introduce them to the large group.

- g. **Connect4:** These are every other month events from 4:00 to 5:00 p.m. held at different Chamber businesses. Connectors are asked to attend and to work registration table and help introduce themselves and lead the networking discussion at their groups. Please look for guests and help introduce them around.
- h. **Pop Ins:** Visit member businesses on behalf of the board and membership to thank them for being a member and provide them with a gift. These occur on the first Friday of each month and Connectors may sign up for shifts that work into their schedule or attend all morning if possible.
- i. **Other Chamber Events:** Central Iowa Business Conference, Golf outing, Sample Urbandale A Celebration of Business, etc. are annual events in need of Connector's help for miscellaneous jobs. Connectors are expected to always be looking for anyone at an event who is a guest, is new, looks alone or confused, and approaching them to buddy up to escort

3. Be aware of new or non-member businesses and supply the information to the Membership Director and/or share at the Connector's meetings with staff.

### **Infraction of Provisions:**

If a Connector violates any of the provisions listed in this manual, the following disciplinary actions will be enforced:

1. First offense: Clarification and restatement of policy will be discussed with Connector Chair.
2. Second offense: Written warning from President re-stating and clarifying infraction and admonishment prohibiting future violations of policy.
3. Third offense: Termination of Connector status for remaining of calendar year. Future participation will be at the determination of the President.

### **Connector Committee Membership:**

Membership shall be considered a privilege and shall be limited in number not to exceed 10% of the total membership. All Connectors must be affiliated with member businesses in good standing with the Urbandale Chamber of Commerce. If a Connector leaves their employment, they have 60 days in which to find employment. If joining a non-member business, he/she has an additional 60 days to recruit that firm to the Chamber.

Any person wishing to become a Connector should contact the Chair of the Connectors and make their wishes known. If there is a waiting list, they will be placed on the bottom of the list. Two people from each Chamber member business may be represented on the Connector Committee or waiting list at any one time. The only exceptions to this rule shall be if an existing Connector changes employment, joining a business already represented by a Connector. A company that loses a Connector and wishes representation may add a person to the bottom of the waiting list. A Connector in good standing who wishes a leave of absence shall have the opportunity to be placed at the top of the waiting list for one year, should they desire to reinstate committee membership.

### **Requirements:**

- **New Members:**  
Each Connector will be assigned up to four new members in a calendar year, and will be expected to follow up with them on a consistent, monthly basis and record updates on our shared document in the MIC.

- **Points:**  
As a Connector, you are expected to earn a minimum of **75 points** throughout a calendar year. The Chamber realizes your Connector commitment comes second to your career; however, it is also a privilege to be a Connector, so fulfilling Connector duties is needed in order to grow and serve the Urbandale Chamber of Commerce membership. Those Connectors who do not fulfill this commitment will be **automatically dropped** from the Connector team at the end of December. In September, the Chair will contact all Connectors who have not accumulated 75 points, to notify them of their status. (See Connector points sheet). Points are pro-rated based upon the month a new Connector joins the committee.
- **Volunteering:**  
Connectors are asked at committee meetings to sign up to assist the Chamber staff at Chamber events/activities (i.e. registration table, greeter, host). If a Connector volunteers and cannot fulfill their commitment, they are required to find a replacement and notify the Connector Chair and Staff as early as possible. **Volunteers are asked to arrive 15 minutes early if volunteering.**
- **Name Tags:**  
The Connectors are expected to wear their nametag and ribbon at Chamber events. Before a Connector becomes an official Connector, training must be received and after the training is received by the applicant, the orange ribbon will be distributed.

### **Officers:**

The elected officers shall consist of one Chair and one Co-Chair. The Chair's term will be limited to one year and the Co-Chair's term will be limited to one year. After the Chair fulfills his/her term or resigns from the Connectors, the Co-Chair will move into the Chair position and a new Co-Chair will need to be appointed.

Each year, a new Social Chair and Education/Training Chair will also be named. This is a one year term. The Social Chair will be responsible for arranging non-Chamber related social events throughout the year (preferably at a current Chamber member's location monthly). The Education/Training Chair will be responsible for training every new Connector as well as working with the Membership Director to provide education on benefits at each monthly meeting.

Each officer is asked to serve a 1 year term from January to December of that year. If an officer is not going to be an officer for the following year they can start accumulating points to count for Connector of the Year for the next year starting in November.

### **Fees:**

Each Connector is asked to pay a fee of \$16 to cover the cost of the nametag and ribbon. Monthly luncheons will be held at a member restaurant location, and each Connector will pay for their own meal if they choose to eat.

### **Benefits:**

It is an honor to be a member of the Urbandale Chamber of Commerce Connector's team. Through Connectors activities, each Connector is given numerous business and social networking opportunities. In addition,

Connectors are given the opportunity to be recognized for future leadership positions within the Chamber and community.

- **Connector of the Month:**

A Connector of the Month will be awarded during each monthly gathering of the Connectors during the luncheon. The Connector of the Month will be chosen based on the most number of points earned in the previous month's activity. Each Connector is eligible to be awarded Connector of the Month once each year. Honors for the Connector of the Month include:

- Hosting New Member Table during Membership Luncheon
- Connector's lunch will be paid for by the Chamber for the upcoming lunch
- Moderate AM Exchange

- **Connector of the Year:**

At the Sample Urbandale, A Celebration of Business, one Connector will be named Connector of the Year. The Connector with the most points obtained throughout the year will receive the award. (See next page for the point sheet). The Connector Chair and Co-Chair are **not eligible** for the Connector of the Year award. The Social and Trainer **are eligible** to win the award. The Connector of the Year cannot win two years in a row to allow a new person to be honored with the award every year; however, Connectors may win this award more than once. Points for Connector of the Year will be counted from November 1<sup>st</sup> to November 1<sup>st</sup> of the following year.

## Connector Point Sheet

### **3 Points Attendance at Ribbon Cuttings and Committee Meetings**

The Co-Chair of the Connectors will record who attends and will tally the monthly totals before each meeting. Training session is included in this attendance point tally.

### **2 Points/hour Pop-ins**

Connectors will receive 2 points per hour for pop-ins does not include lunch

### **2 Points Meet the Chamber**

Connectors will receive 2 points for attendance at Meet the Chamber

### **5 Points Recruiting a new Chamber member**

New members are the life-blood of the Chamber. An important part of a Connectors job is assisting in recruiting members. In order to receive the points, the new member will need to list the Connector's name on the membership application question: "How did you hear about the Chamber?"

### **3 Points Attendance at any scheduled Chamber event (i.e. Membership Luncheon, AM Exchange, Meet the Chamber, Golf Outing, Sample Urbandale, Central Iowa Business Conference, etc.)**

Each Connector in attendance must sign up at the registration table for the points to be recorded. The Co-Chair of the Connectors will tally the monthly totals before each meeting.

### **2 Points Volunteering through the Connectors at the registration table for the luncheons, AM Exchanges. (Points would be in addition to the three points for attending.)**

### **2-4 Points Sponsor a New Member**

Once adopted, Connectors will earn 4 points for face-to-face meeting or 2 points for email/phone call and providing information on new member hosting form or contacting Membership Director with update. They will continue to earn 1 point each month as they report on the document in the MIC (as well as the luncheon).

### **2 Points Sponsor New Connector**

Connectors will receive 2 points for recommending a person to join the Connectors group. To receive points the new connector must place connector who sponsored them on their application.

### **5 Points Serve on an event planning committee(s) (5 points per committee). (Ten additional points for chairing a Chamber event committee.)**

### **1 Point New Connector Training Fulfillment**

Connectors will earn one point after they have finished their training session with the current Connector Trainer.

- 1 Point**      **Adding picture and bio on MIC to reflect on Chamber website**
- 1 Point**      **Contacting and recording contact on the Host Tracking Form (includes you leaving a message, sending an email, sending a postcard/card, or having a conversation with them at an event) and talking to them at a luncheon and recording).**
- 2 Points**    **In-person (includes ZOOM, Phone Call, and Face to Face) meeting and recording of meeting**
- 1 Point**      **Discretionary**

Chamber Staff and Co-Chairs can provide up to one point per instance if the Co-Chairs and/or Chamber staff witnesses a Connector going above and beyond.



Application Date: \_\_\_\_\_

## Urbandale Chamber of Commerce Connector Application & Commitment Form

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: IA Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Who recommended you to join: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Cell: \_\_\_\_\_

When I am assigned new members, I prefer these two categories if possible:

- 1.
- 2.

I \_\_\_\_\_ agree to abide by the guidelines set forth in the operating procedures. I understand it is a privilege to be a Connector and I will do my best to be an active Connector, willing to accumulate a minimum of 75 points per year in order to continue to be a Connector. I understand if I fail to meet the 75-point minimum requirement, I will be automatically dropped from the Connector team at the end of December. I further understand I will be assigned up to four new members in a calendar year and it will be my sole responsibility to meet with them monthly and record updates on the shared document in the MIC. I will be invoiced for \$16 to purchase my official Connector name badge. If I lose the name badge, it will be my responsibility to contact the Chamber office to purchase a new one at the same price. **I understand I will not become an official Connector until I go through proper Connector training.**

Please check this box if you want the Chamber to order a name badge for you. You will be invoiced \$16 to cover the charge.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return the form to the Urbandale Chamber of Commerce:**  
Mail: 2830 100<sup>th</sup> Street, Ste 110, Urbandale, IA, 50322  
Fax: 331-2987 Email: [denise@urbandalechamber.com](mailto:denise@urbandalechamber.com)