

# Urbandale Chamber of Commerce Connectors

## Operating Procedures

*Revised August 2023*

### **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, increase member retention, and assist with special events of the Chamber through the following activities:

#### **1. New Member Assignment:**

- a. As a Connector, you will be assigned up to five new members during a calendar year. The Connector year operates from Sample Urbandale to Sample Urbandale. September 1, 2023 to August 31, 2024.

#### **Expectations with each new member assignment:**

- Meet with each of your newly assigned members in a face-to-face setting. This may be for coffee, lunch, happy hour, etc.
  - Touch base with your assigned members monthly. The monthly outreach can include personal calls, email, text, etc. The purpose is to answer questions, invite them to the next chamber event, and continue educating about chamber benefits.
  - Track your connections with each of your assigned members. This is a NEW and much more user-friendly way to track documentation. It is a document that can be easily and quickly accessed on your phone. New incoming Connectors will be shown during their Connector training.
- b. As a Connector, you agree that you are a representative of the Urbandale Chamber of Commerce (UCC).
    - In your first initial meeting, do not attempt to solicit goods/services.
    - If an inquiry is made 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. Be an ACTIVE Connector through attending & participating:**

- a. **Urbandale Chamber Member Ribbon Cuttings:** There are several ribbon cuttings per month, which Connectors are asked to attend.
- b. **Connector Meetings/Lunch:** 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 are facing and educate one another. Connector Lunches will be as follows: Each Quarter, 2 Connector Lunches will be held at the Chamber office with food catered from a chamber member restaurant. One meeting per quarter will be held at a chamber member restaurant. All meals are paid for by the Connector.
- c. **Groundbreaking Ceremonies:** Attend when they are scheduled (usually a few each year).
- d. **Maximize Your Membership:** This event (open to new and existing members) is an informal coffee meeting led by the Chamber's Vice President. It is held on the first Tuesday of each month in the Chamber Board Room from 9-10 am. As a Connector, you can help answer questions and provide testimonials about your Chamber experience.
- e. **AM Exchanges:** This is our early morning networking event, held on the last Tuesday of the month from 7:30-8:30am. As a Connector, you are asked to attend to help assist in the event.
  - Help with registration if needed.

- Look for opportunities to identify anyone standing alone and help introduce them around and make them feel comfortable.
  - Lead a small networking group during the event.
- f. **BASH:** This is a quarterly event from 4:00 to 6:00 p.m. held at different Chamber businesses. As a Connector, you are asked to attend to help assist in the event.
- Help with registration if needed.
  - Look for opportunities to identify anyone standing alone and help introduce them around and make them feel comfortable.
- g. **First Thursday Pop-Ins:** This is a fun Thursday morning out of the office! The first Thursday of the month from 9am-12pm Connectors “pop-in” at member businesses to thank them for being a member and provide them with a gift.
- h. **Other Chamber Events:** Central Iowa Business Conference, Golf Outing, Sample Urbandale, A Celebration of Business, etc. are annual events looking for volunteers. As these events are in the planning stage, Chamber staff will reach out with volunteer needs and let you know how to sign up.
3. **Promote Urbandale Chamber Membership Opportunities:**  
Be aware of new or non-member businesses and provide contact information to the Membership Director at the Chamber.

### **Additional Details in the Connector Role:**

- **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. Connectors who do not fulfill this commitment will be **automatically dropped** from the Connector team at the end of the Connector year. A quarterly points statement will be provided to all Connectors. In August 2023, the Chair will contact all Connectors who have not accumulated 75 points, to notify them of their status. (See Connector point’s sheet). Points are pro-rated based upon the month a new Connector joins the committee.
- **Name Tags:**  
Connectors are expected to wear their UCC nametag and ribbon at Chamber events. Before officially receiving the title of “Connector”, training must be received by the Leadership Trainer. Once training is received, the orange “Connector” ribbon will be distributed.
  - **Fees:**
    - Each Connector is asked to pay a fee of \$16 to cover the cost of the nametag and ribbon.
    - Monthly Connectors luncheons/meeting. Each Connector will pay for their own meal if they choose to eat.
- 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.

### **Connector Leadership/Officers:**

#### **Chair & Co-Chair:**

- Total commitment is 2 years in these roles:
  - 1st year as Co-Chair and the following year will move into the Chair role.
  - Each year, a new Co-Chair will need to be appointed.

**Social Chair:**

- Total Commitment is a 1-year term:
  - Arranges a monthly social event for all Connectors at a chamber member location.
  - Communicate all Connector Socials to Chamber Staff.

**Education/Training Chair:**

- Total Commitment is a 1-year term:
  - Responsible for training all newly on boarded Connectors. Communicate training completion with Chamber Staff.

Each officer is asked to serve a 1-year term from Sample Urbandale to Sample Urbandale. 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.

**Connector Awards:**

- **Connector of the Month:**  
 “Connector of the Month” will be awarded during the monthly Connector Luncheon. The Connector of the Month will be chosen based on the greatest 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:
  - Highlighted in the monthly Chamber E-Newsletter & Connector Facebook page
  - Connector’s lunch will be paid for by the Chamber for the upcoming IMPACT Membership Luncheon or the next Connector Luncheon.
- **Connector of the Year:**  
 At 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 Connector point’s 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 October 31<sup>st</sup> of the following year.

**Connector Points Breakdown:**

5 Points	3 Points	2 Points	Special Assignment Pts TBD
Recruit a new Chamber member	Attend an event – any event described earlier or any other Chamber related event.	Email/phone touch points with new members	
Volunteer at an event – any Chamber related event	Recruit a new Connector	New Connector training completed	
New member face to face meeting		Add Picture & Bio to MIC to reflect on Chamber website	
Serve on a planning committee within the Chamber		Be a Featured Connector or share a member story at Connector Meeting	



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

## Urbandale Chamber of Commerce Connector Application & Commitment Form

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

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

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

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

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

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

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

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

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

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 five 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 \$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 understand that the Chamber will order a name badge for you. You will be invoiced for \$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: 515-331-2987 Email: [gwright@urbandalechamber.com](mailto:gwright@urbandalechamber.com)