



## Yankton Thrive Community Connectors

**Community Connectors are Thrive's go-to champions - friendly faces who celebrate wins, spark connections, and help make Yankton a place where businesses feel supported and excited to belong.**

They are the relationship-builders and connectors who show up, reach out, and help strengthen Yankton's business community one conversation at a time.

Thrive's Community Connectors will have two sub-committees: **Ribbon Cutting & Events Committee** and **Welcoming Committee**.

### Ribbon Cutting & Events Committee

#### **Purpose:**

To celebrate business milestones and show up where it matters - highlighting member successes and bringing energy, visibility, and connection to community events.

#### **What You'll Do:**

- Show up for ribbon cuttings, grand openings, expansions, and milestone celebrations.
- Help create a fun, welcoming atmosphere that makes businesses feel seen and appreciated.
- Be a friendly, familiar face at Thrive events - especially for new and prospective members.
- Serve as a visible sign of support and connection within the Yankton community.

## Welcoming Committee

### Purpose:

To make sure every Thrive member feels known, valued, and connected through personal outreach and relationship-building.

### What You'll Do:

- Call new members to welcome them and introduce Thrive resources.
- Check in with existing members throughout the year to maintain strong connections.
- Share feedback from members with the Thrive team to strengthen programs and support.

## Community Connector Identity

Community Connectors are the visible, approachable face of Yankton Thrive. To help them stand out and be easily recognized, Connectors wear **laneyards** at events and community gatherings - so members always know who to turn to for a welcome or a connection.

## Engagement Tracking for Awards

- Ribbon Cutting & Events Committee
  - Attendance and engagement tracked by Thrive staff
- Welcoming Committee
  - Resources on Community Connectors Landing Page:  
**[Yanktonsd.com/community-connectors/](https://www.yanktonsd.com/community-connectors/)**
    - Business Assignment Sheet
    - Conversation Starter
    - Outreach Follow Up Form
  - Engagement tracked through forms submitted
- Community Connector Awards
  - Community Connectors with the highest engagement will be recognized throughout the year.

## Monthly Meet-Ups

Community Connectors will have short monthly meetings to share what's working, strengthen connections, and build camaraderie among the group. We'll meet every 4<sup>th</sup> Tuesday of the month and will rotate between 8 am, 12 pm, and 4 pm meetings at various locations.

## Why Join the Community Connectors?

Being a Community Connector is about more than showing up - it's about being part of something bigger.

As a Connector, you get to:

- Build meaningful relationships with local business and community leaders
- Stay in the loop on what's happening in Yankton
- Celebrate business wins and support local success
- Grow your network naturally
- Make a real impact while having fun and giving back

If you enjoy meeting people, supporting local businesses, and being a friendly face in the community, Community Connectors is for you.

Know someone who would be a good fit for this group? Have them reach out to Lauren at [business@yanktonsd.com](mailto:business@yanktonsd.com) or call 605-665-3636 ext. 104.