



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 group has 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 **green lanyards** 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/
 - 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 4th 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.

If you or someone you know would be a good fit for this group, please reach out to Lauren at business@yanktonsd.com or call 605-665-3636 ext. 104.