

Ambassador Programme Information Pack





A message from our
Director of Operations,
Stacey Mitchinson

Welcome to the 1st Class Credit Union Workplace Ambassador Programme

As a valued member of 1st Class Credit Union, you have a unique opportunity to take on a special role within your workplace, allowing you to make a meaningful impact by representing your credit union.

Becoming a 1st Class Credit Union Workplace Ambassador is more than just a title; it's a chance to help your colleagues discover the many benefits of being part of a trusted financial cooperative. Through this program, you will:

- Share information about the services and advantages of 1st Class Credit Union with your coworkers.
- Serve as a liaison between the credit union and your workplace community, helping to address questions, provide the credit union with feedback, and encourage membership.

The role of a Workplace Ambassador is important to our mission of providing excellent financial services to our members while promoting a sense of community and trust. By raising awareness and sharing your experiences, you contribute to the growth and success of 1st Class Credit Union, ensuring that even more people can benefit from our services.

As a Workplace Ambassador, you will have a dedicated team who will support you and be there to answer any questions you may have. You will also be entitled to Perks and Rewards as an Ambassador, please see further details in this brochure.

Together, we can make a difference and expand the reach of 1st Class Credit Union within your workplace.

Meet our Ambassador Support Team:

Diana and Gurmeet are here to support you with anything you need. They will be your main point of contact and ensure that the onboarding process runs smoothly. They will also be available to support you throughout your time in role as an Ambassador. If you have any questions, feel free to contact them at business@1stclasscu.co.uk.



Best Wishes,




Stacey

Ambassador Perks & Rewards

As an Ambassador, you'll receive a wide range of exclusive branded 1st Class goodies!

Now it's time to start earning points and winning prizes through our **Ambassador Leaderboard Rewards** scheme! This exclusive scheme is designed to thank you for your time and effort in helping us spread the word about 1st Class Credit Union.

The competition runs annually from October to September. Points are earned for a variety of activities, and at the end of the year, the top three ambassadors on the leaderboard will win cash prizes:

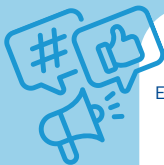
-  **First Prize: £500**
-  **Second Prize: £250**
-  **Third Prize: £100**

Ready to get started? Keep reading to learn more about the points system, earning opportunities, and our **referral scheme!**

| Activity | Points |
|---|--------|
| Sharing the news on social media (tag 1st Class Credit Union) | 10 |
| Displaying a poster in your workplace (photo required) | 20 |
| Providing member feedback or testimonials | 30 |
| Attending a 1st Class Ambassador meeting | 40 |
| Arranging a 1st Class site visit to your own workplace | 50 |

How do I earn points?

10



How to earn points by **sharing the news on social media:**

Earn 10 points by sharing the exciting news that you are a 1st Class Credit Union Ambassador on your social media accounts! Eligible platforms include **Facebook, Instagram, LinkedIn, and X (Twitter)**. You'll earn 10 points for every account you share this news on. Don't forget to follow and tag us to ensure your points are counted. You can find our social media account details on page 6.

20

How to earn points by **displaying a poster in your workplace:**

Earn 20 points for each poster you display on a staff noticeboard within your workplace. Once it's displayed, send a photo to business@1stclasscu.co.uk to claim your points. If you need additional posters, email us at the same address, and we'll be happy to send more your way!



30



How to earn points by **providing member feedback or testimonials:**

We value your input on how we can enhance our services and increase awareness in the workplace. Sharing a testimonial about our services or products is especially helpful. Feedback or testimonials will earn you 30 points each time. Simply email your submission to business@1stclasscu.co.uk, and we'll allocate your points!

40

How to earn points by **attending a 1st Class Ambassador meeting:**

Earn 40 points by participating in our bi-monthly Ambassador meetings.

These sessions, conducted either virtually or in-person, are a great opportunity to share your insights, connect with fellow Ambassadors, and help shape the future of our Ambassador Programme. Invitations will be sent to you via email, so keep an eye on your inbox! Each time you attend a meeting, you'll be rewarded with 40 points as a thank-you for your time and valuable contributions.



50



How to earn points by **arranging a 1st Class Credit Union site visit to your own workplace:**

Help us bring 1st Class Credit Union to your workplace! Start by speaking to the appropriate person within your organisation to get approval for a visit. Once approved, send an email to business@1stclasscu.co.uk to finalise the arrangements. After the visit takes place, you'll be awarded 50 points. We can set up an information stall in staff rooms/common areas over break and lunch times or we can present at team meetings - whichever format suits your workplace best.

More Perks & Rewards...



Ambassador Member Referral Scheme

Your efforts make a big difference in expanding our reach and supporting our mission. As an Ambassador, you'll be assigned a unique referral code just for you. Share your code with potential new members, who can enter it when completing our membership form during sign-up. We'll track all sign-ups linked to your code.

For every new member you successfully onboard, you and the member will receive a £5 reward each as a thank-you for growing our community.

Ambassador Map & Hall of Fame

To keep you updated on your journey as an Ambassador, we'll send you a quarterly newsletter summarising your progress and achievements. Additionally, all Ambassadors will be proudly featured on our Ambassador Map, displayed prominently in our office—a testament to the incredible impact of our Ambassador network.

Each year, we'll also celebrate our top performers in style. The highest achievers will earn a spot on our exclusive **Hall of Fame!**



Ambassador Meetings



As part of the Ambassador programme, we'll stay in touch with you through social media, email, and our bi-monthly ambassador meetings. These meetings are a fantastic opportunity to connect with the team and other Ambassadors, share ideas, and celebrate your achievements.

All Ambassadors are also welcome to visit our office in Rutherglen and meet the rest of the team, **coffee & cake are on us!**

How to join:



You can fill in our application form and join today by clicking [here](#) or **scanning the QR code**.



Send us an email: **business@1stclasscu.co.uk**.



Give us a call: **0141 552 8408**.



Send us a direct message on any of our social media accounts!



Let's connect!



@ 1st Class Credit Union



@ 1stclasscu



@ 1stclasscu



@ 1st Class Credit Union

Help us increase awareness of 1st Class Credit Union!

You can do this by following us, liking and commenting on our posts, sharing our posts, and encouraging others to follow us.

Terms & Conditions

The Ambassador Programme aims to engage and empower members of 1st Class Credit Union who are passionate about our mission and values. Ambassadors will act as advocates and representatives of the Credit Union in their communities, helping to promote 1st Class Credit Union, membership growth, and active participation in our services and initiatives.

Eligibility

To be eligible to serve as an ambassador for 1st Class Credit Union, candidates must:

- Be a current member of the Credit Union in good standing.
- Demonstrate a commitment to the mission, vision, and values of the Credit Union.
- Exhibit strong communication skills and the ability to engage with diverse communities.

Ambassadors' Roles and Responsibilities

Ambassadors will actively contribute to the success of 1st Class Credit Union by undertaking the following:

- **Promote Membership** - When possible, advocate for credit union membership by highlighting its benefits within personal and professional networks.
- **Represent the Credit Union** - When possible, attend local events, fairs, and conferences as a representative, distributing marketing materials and engaging with potential members.
- **Provide Feedback** - Serve as a communication bridge between the Credit Union and its members, offering insights on products, services, and provide member feedback to the Credit Union.
- **Social Media Engagement** - When possible, share news, campaigns, and updates on personal social media platforms, adhering to the P-OPS005 Social Media & Public Relations Policy.
- **Volunteerism** - When possible, participate in community service initiatives organised by the Credit Union, reinforcing its commitment to social responsibility.
- **Compliance** - Ensure all activities reflect the Credit Union's values and comply with UK regulations, including standards set by the Financial Conduct Authority (FCA) and Prudential Regulation Authority (PRA).

Leaderboard Rewards Scheme

Once you are signed up as a 1st Class Credit Union Ambassador, you will be able to collect points as shown below.

| Activity | Points |
|---|--------|
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- 1st Class Credit Union have the right to amend, change, or withdraw the terms and conditions pertaining to prizes at any time and without prior notification.
- The scheme will run during the Credit Union financial year, and the winner will be announced in the 1st week of the new financial year.
- Points will only be awarded when proof has been received to business@1stclasscu.co.uk. You will be responsible for making sure that all evidence is provided.
- In the event of multiple people with the same points, the full prize money will be combined and split between all winners.
- We reserve the right to substitute any or all components of the prize for another equivalent value.
- The prize is non-exchangeable, non-transferable, and is not redeemable for other prizes.
- The competition winner(s) agrees to take part in post-competition publicity organised by the credit union and agrees to the publication of photographs taken.
- Ambassador Member Referral Scheme: The £5 reward will be issued following a six-week period, subject to successful completion of the referral process.

Full Privacy Policy can be found on our website.



Meet the team!

4.9
Customer
Experience
Rating



**Platinum Trusted
Service Award**

2025

feefo 

2
YEARS
RUNNING

1ST CLASS CREDIT UNION
Aspire Business Centre, 16 Farneloan Road, G73 1DL

reception@1stclasscu.co.uk or 0141 552 8408.
www.1stclasscu.co.uk

