



The Front Door to the Community

# Ambassador Handbook

[www.brazoriachamber.net](http://www.brazoriachamber.net)



# Welcome to the Brazoria Chamber of Commerce Ambassadors Program!

## About the Chamber

### **Our Mission**

The Brazoria Chamber of Commerce exists to promote, strengthen and provide resources to businesses and serve as the front door to the community.

### **Our Vision**

Our vision is to be recognized as a responsible organization, providing significant value to its membership and the community by serving as the focal point for business and community development through a program of work.

### **Our Purpose**

Provide direction and foster a strong business climate through the support of the free enterprise system and to enhance the quality of place in the community.

The Brazoria Chamber of Commerce is a non-profit organization for the business community that unites thousands of businesses creating a unique agency working to improve business, economic development and the quality of place in the Brazoria area.

The Chamber's membership includes businesses and professional people dedicated to the economic well-being of the community. We are the official voice of the business community. We provide information and assistance to visitors and newcomers. We carry out our programs solely through the financial support of our members. We are an economic development entity that helps foster a strong economic environment through our programs and initiatives which help attract new businesses, create new jobs and generate new income.

# CHAMBER AMBASSADORS

As an Ambassador, you represent the Chamber and provide a special welcome and hospitality to visitors of special functions and events in the Brazoria Chamber including ribbon cuttings and grand openings.

## What is an Ambassador?

Ambassadors are special people! They represent the Brazoria Chamber and are goodwill representatives for the Brazoria Chamber of Commerce. Ambassadors are usually the most outgoing, pro-active employees in their company. They project a positive image for the company they represent as well as for the Chamber. Ambassadors perform a wide variety of duties in the Chamber, but their main function is to help promote the Chamber, welcome new members to the Chamber and make Chamber events successful and enjoyable for our members.

### **Why become a Chamber Ambassador?**

Being a Chamber Ambassador puts you and your business in the spotlight! Ribbon cutting photos are printed in the Chamber's newsletter *The Brazoria County News* and which reach thousands of homes each month. That gives your company free publicity as a supporter of new businesses coming to the region. Ribbon cuttings and other Chamber events also provide a great opportunity to have a few minutes of fun and network with other movers and shakers in the community. Remember, Chamber Ambassadors are often the first community representative a new business owner meets so its the perfect opportunity to make new business connections.

## How to Earn Ambassador Points



# Ambassador Requirements

Chamber Ambassadors are asked to promote the Chamber  
In the community, help the Chamber staff host special events,  
Attend periodic ribbon cuttings and ground breakings throughout the year,  
Attend quarterly Ambassador meetings and if possible attend and volunteer with  
Special events including the golf tournament and annual banquet.

Each quarter, Ambassadors are required to make 30 percent of the available points in order to remain in good standing with the Chamber and be an active Ambassador. Points can be earned by attending events, sponsoring new members, sponsoring new Ambassadors or recruiting new members to the Chamber.

### **Ambassador Point System**

Attending a Networking Luncheon or business after hours - **10 points**

Delivering a ribbon cutting photo to a member - **30 points**

Attending a quarterly or special Ambassador meeting - **40 points**

Delivering newsletters to area businesses each month - **50 points**

Attending a ribbon cutting or ground breaking - **50 points**

Attending a New Member Orientation event - **50 points**

Volunteering at a Chamber Hosted Event - **60 points**

Conducting a member retention visit - **60 points**

Mentoring a new Ambassador - **80 points**

Sponsoring a new Chamber member - **80 points**

Recruiting a new member - **100 points**

# Getting the most from being an Ambassador

As an Ambassador, you have the unique opportunity to network with the Brazoria Chamber business community. Make the most of your Ambassador experience by gaining exposure for yourself and your business at every event.

## Being an Ambassador Works!

Being an Ambassador shines a spotlight on you and your business, so make the most of it! The ribbon cutting you attend today could become your biggest client tomorrow. Bring business cards or other promotional materials to each event - you never know who'll you meet that wants to become your next customer.

At Chamber events, Ambassadors should greet the host and take the opportunity to network with the guests in attendance. Learn about the business your visiting, but don't forget to talk up your company also. Bring plenty of extra business cards to pass out to potential clients. Talk with as many people as possible - this makes more guests feel welcome at Chamber events and also increases your chances of finding that next big customer. Ask guests about their Chamber experience, and be sure to share the information you know about the Chamber including opportunities for new members, economic development efforts or upcoming events that might interest your new friends.

The Chamber's Ambassador program is highly respected in the community and allows for the professional growth of each participant. Ambassadors are given the opportunity to meet and greet with regional business and government leaders. Many Ambassadors move on to participate in other Chamber and civic leadership roles as a result of their involvement in this critical member service role.

# Help others Get Involved



## Sponsoring a New Member

Many new members often feel overwhelmed by their Chamber membership and don't know how to get involved. Engaging new members helps them take advantage of what their Chamber membership has to offer. By sponsoring a new member, Ambassadors get 80 points for the quarter, new business contacts and maybe even a new friend!

### **Who can sponsor a new member?**

Any Ambassador who has been with the program for two quarters can sponsor a member. We want our sponsors to be knowledgeable about the Chamber to help our new members learn the benefits of their membership and get more involved.

### **How can I sponsor a new member?**

Sponsoring a new member is easy! Once a month, the Chamber's Membership Director will e-mail a list of new members, and you get to choose what business to sponsor. First, call that new member and welcome them to the Chamber. Tell them the benefits of Chamber membership invite them to contact you anytime with questions, suggestions or concerns. Establish a relationship with them and call at least once a month to check on them and their business. Make sure they're aware of upcoming events and offer to meet them there. Remember, new members often don't know anyone at Chamber events so introduce them and help them network. Invite them to committee meetings you're attending. The goal is to get them involved!

# Staying informed and up-to-date

Being an Ambassador is easy! You simply need a little bit of time, a few business cards and an outgoing personality. We'll keep you informed with everything you need to know to be a successful Ambassador.

## Ambassador Logistics

### **Events**

Being an Ambassador is easy! Each Monday, the Chamber's Membership Director will e-mail an Ambassador Update informing you of the ribbon cuttings, ground breakings, Ambassador meetings and other Chamber events for the upcoming week. We know you're busy, so simply attend the events you can. You only have to earn 30 percent of the points available for each quarter to stay an active Ambassador.

### **Name Badges**

Ambassadors are encouraged to wear Ambassador name badges to each event. The magnetic badges can be purchased from the Chamber at cost - \$10 a piece. They include your name and your company's name as well as the Chamber's logo and Ambassador identification. These name badges promote your company as well as your affiliation with the prestigious Ambassador program.

### **Business Cards**

Ambassadors are encouraged to bring business cards to all Chamber events to effectively network and get your name and company name out to the masses. At each ribbon cutting and ground breaking, the business owner is given a business card holder with business cards from Ambassadors in attendance.

# Ambassador Recognition



## Quarterly Meetings

Being an Ambassador is easy! You simply need a little bit of time, a few business cards and an outgoing personality. We'll keep you informed with everything you need to know to be a successful Ambassador.

The Ambassadors meet once a quarter for food and fun at a sponsored location. These meetings are to discuss Ambassador business, welcome new Ambassadors and present the Ambassador of the Quarter award to the Ambassador with the most points that quarter.

Ambassador of the Quarter winners receive a plaque and recognition in *The Chamber Advantage Newsletter*, recognition in the *Brazoria County News* and recognition on the Chamber's Web site. That's thousands of subscribers and readers learning about you and your business as Ambassador of the Quarter.

Ambassador of the Year is announced at the Chamber's Annual Banquet that is held each year in September. This Ambassador will have been active in the group all year and exemplify the qualities needed in an outstanding Chamber Ambassador. He or she will receive the same recognition as Ambassador of the Quarter, but win a prize worthy of the time and hard work they gave the Chamber all year.

### **Ambassador Quarters**

First Quarter: January - March

Second Quarter: April - June

Third Quarter: July - September

Fourth Quarter: October - December



# Getting Involved with Ambassadors



## Becoming an Ambassador

### **I want to be an Ambassador - now what?**

Becoming an Ambassador is easy! First, fill out the Ambassador Application form located on the Chamber's Web site ([www.brazoriachamber.net](http://www.brazoriachamber.net)), e-mail [brazoriachamber@brazoriainet.com](mailto:brazoriachamber@brazoriainet.com) or call the Chamber at 979-798-6100. Your application will be sent to the Ambassador committee, and the Ambassador Chair will contact you shortly.

From there, you need to attend an Ambassador Orientation. These meetings are typically scheduled once a quarter in conjunction with the Ambassador Quarterly meeting or more often as needed. Don't worry - we'll find time to fit your schedule so you can learn what being a Chamber Ambassador is all about.

New Ambassadors are placed on probation during their first quarter. During that period, prospective Ambassadors must earn 50 percent of the points possible for that quarter. It seems like a lot, but points are easy to come by and there are always bonus points available from delivering ribbon cutting photos or newsletters to recruiting a new member.

We'll even buddy you with an existing Ambassador to help welcome you to the group and get you more involved with the program.