

Committee: AMBASSADOR

Chair: Reed Nothwang

Plan Date: 01/31/2020



Vision

What are our long-term objectives for this Committee? (3-5 years)

In support of the Chamber's Vision and Purpose, the Ambassador Committee has two long-term objectives:

1. To contribute to an increase in total number of active Chamber members.
2. To contribute to an increase in the number of Chamber members who renew their membership.
3. To contribute to improving first year member experience.



Mission

Why does this committee or task force exist?

The Ambassador Committee exists to represent the Chamber to the local community, to Chamber members, and to Chamber board and staff. We are the face of the Chamber to those stakeholder groups. We help Chamber members understand the value of Chamber membership.



Champions

Who are the Board Champions (Board Members Leading the Committee)?

1. Libby Wood



Objectives

What are the specific measures of success for this committee? (Limit to one sentence)

1. Recruit a minimum of 2 new members per ambassador to the Chamber by 12/31/2020.
2. Increase Chamber's 1st year retention rate from 63% to 66%.
3. Increase Chamber's 2nd year retention rate from 68% to 72%.
4. Increase Ambassador Committee by 8, from 17 to 25.



Strategies

How are we going to sustain this focus area over time? (Limit to one line or sentence)

1. Follow member "partnership/mentor" program.
2. Attend Chamber and Committee programs events & engage members
3. Plan and deliver 2 high-value programs/events (Speed networking & Chamber membership)
4. Make new member referrals; develop prospects; open doors and make connections
5. Host office hours one time per month at the Chamber
6. Provide feedback to the Board



Plans

What is the work to be done? List activity, who will be responsible, when will it happen, and what is the budget impact. (Limit to one line or sentence)

1. Each Committee member makes ≥ 1 call per month, completed by COB Tuesday before each monthly Chamber Meetup.
2. Each Committee member attends $\geq 65\%$ of all Chamber and Committee events (Meetups, Special Programs/Events, etc.)
3. Each Committee member sends ≥ 1 new member referrals to Chamber staff per quarter.
4. Plan and deliver 2 value programs/events for 1st & 2nd year members.