

Ambassador Program

Summary/Benefits/Requirements/Responsibilities

Ambassador Programs exist to promote member commitment and retention through the following activities:

- Raising awareness of Chamber activities and benefits
- Informing and involving new Chamber members to promote strong continuing membership
- Encouraging meaningful and beneficial participation in the Chamber's programs
- Serving as a liaison between the Chamber staff and membership

Program Description

Ambassador Programs consists of volunteers from the Chamber membership who donate their time to assist the Chamber in various activities. Ambassadors serve a term of one calendar year. Ambassadors can continue to serve after the one year term if agreed upon by the Ambassador and the Chamber.

Program Benefits for the Ambassadors

- Increased name and face recognition for individual/business
- Increased networking opportunities including:
 - o Connecting one-on-one with new and existing Chamber members
 - o Gaining referral opportunities through other Ambassadors
 - o Presenting a business introduction at an Ambassador meeting
- Potential media coverage from attendance at Chamber events
- Opportunity to get insider's perspective of the local business community
- Opportunity to meet local business and community leaders
- Opportunity to help the community/show community pride
- Recognition via "Ambassador of the Year" and "Ambassador Spotlights"

Program Benefits for the Chamber

- Increased visibility within the community
- Better understanding of membership needs
- More involvement of existing Chamber Members
- Ability to manage events more effectively
- Increased recruitment opportunities
- Member retention

Program Benefits for the Membership

- Increased access to points of contact who can provide assistance and answer questions
- More frequent Chamber communication
- Potential for increased referrals
- Members will feel more connected to the Chamber

Ambassador Program Requirements

As an Ambassador, you are required to:

- Be a current member
- Have your employer's approval to participate in the program
- Participate in the Ambassador Orientation Program
- Serve for a period of at least one year
- Hours will vary based on the number of events per year
- Regularly report your service hours to the Ambassador Chair
- Always promote the Chamber in a positive manner

Service Opportunities and Responsibilities

Ambassadors have the opportunity to select what activities they want to complete to fulfill service requirements. The opportunities may vary from year to year, but can include:

- Staffing the welcome/registration table at Chamber events and meetings
- Attending ribbon cutting / grand opening celebrations
- Serving as a mentor for new Chamber members
- Delivering Chamber materials to members
- Delivery and pickup of event items / supplies
- Serve as a welcoming committee for new Chamber members
- Participate in the Annual Membership Blitz to recruit new members
- Refer potential ambassadors to the Chamber staff
- Promote and spread the word about Chamber events
- Other varied duties as specified

Chamber Responsibilities:

- Training on the skills and information required to complete Ambassador responsibilities
- Access to critical Chamber information need to serve as an Ambassador
- Responses to Ambassador requests for member follow-up
- Acceptance of feedback presented by Ambassadors
- Recognition for a job well done
- Award Ambassador of the Year
- Continued support