



## What is the Ambassadors Program?

The Ambassadors are a group of active Lake Travis Chamber of Commerce members who volunteer their time in the business community.

Ambassadors work with the Chamber of Commerce staff and membership committee to increase membership, improve membership retention, strengthen awareness of Chamber benefits, and assist with various Chamber events. Ambassadors are the front lines for the Lake Travis Chamber of Commerce. Their commitment and participation in Chamber events are critical to the success of the Chamber and is greatly appreciated!

An Ambassador has the opportunity to meet business leaders for potential business and social contacts. Our Chamber has grown substantially, and our brand is well-respected in the community. Being an Ambassador adds credibility to you and your business.

An Ambassador Orientation will provide you with the "Tool Kit" to educate you on all things Lake Travis Chamber and to be prepared with any questions you may encounter as you welcome new members and thank renewals for their membership.

An Ambassador will have leadership opportunities and may have the opportunity to advance into other Chamber leadership roles (Chamber's Board of Directors, Chairperson for Ambassadors, etc.) Ambassadors have an opportunity to receive special invitations to exclusive "invitation only" Chamber events. Each Ambassador must be a current chamber member, in good standing. An Ambassador should be in a position that allows flexibility to carry out the duties described. An Ambassador should be interested in community involvement and have future leadership potential and skills.

# Become an Ambassador!

The Ambassadors play a vital role in the Lake Travis Chamber of Commerce, acting as the official welcoming committee of the Chamber. The committee works to strengthen relationships within the community and increase awareness of the benefits, programs and initiatives of the Chamber.

## Why you should be an Ambassador

- Networking/business development opportunities as you meet business leaders
- Obtain an insider's perspective of the Lake Travis business community
- Invitations to Ribbon Cuttings, Groundbreakings, and other Chamber events
- Your fellow Ambassadors will become your leads group....and potentially lifelong friends!
- Exposure of your name and company to the business community
- You may be recognized with awards for your outstanding service
- IT'S FUN!
- Your name and picture will be posted on the Chamber website for additional exposure for you and your business
- Opportunity to speak at the New Member Orientation

## Important attributes of an Ambassador include

- A good attitude and pride about the work of the Chamber
- A thorough knowledge of the programs, activities and resources the Chamber provides
- The ability to ask others to JOIN/SUPPORT the Lake Travis Chamber
- DIPLOMACY as you serve as a liaison between the community, membership committee and Chamber staff
- Ability to PARTICIPATE. While you don't have to attend all the programs, events, ribbon cuttings and meetings, we do expect that you are able to commit some amount of time each month to the duties of being an Ambassador
- Ambassadors are the "goodwill" arm of the Chamber; you or your company must be a Chamber member in good standing, and you should be able to commit one year of service to the committee

## Expectations of an Ambassador

- Attend the monthly meeting. (1<sup>st</sup> Wednesday at 1:30pm at the Chamber office)
- Attend ribbon cuttings/anniversary celebrations
- Deliver new and renewal member Proud Member Calendar stands and window clings
- Be the communication liaison between the community and Membership Committee
- Assist new members in maximizing their Chamber membership
- Identify/recruit new members

## Lake Travis Chamber of Commerce Ambassador Application

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

As a member of the Ambassadors, I will: Retain a professional appearance and attitude when representing the Lake Travis Chamber of Commerce, and I will keep proprietary information confidential.

Upon reading and understanding the information pertaining to the Ambassador program and the responsibilities associated with being an Ambassador, I will COMMIT to honor the above guidelines and give the Ambassador Program the time and attention that you would give to your own business.

I hereby submit my application for consideration into the Lake Travis Chamber of Commerce Ambassadors Program.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Submit to the LTCC office at [info@laketravischamber.com](mailto:info@laketravischamber.com) for consideration. Thank you!