



**GREENVILLE CHAMBER
OF COMMERCE**

**AMBASSADOR
Program Guidelines**

Introduction

The Ambassador Program consists of professional Greenville Chamber of Commerce member volunteers that serve as the public relations arm of the Chamber. This group acts as an extension of the Chamber to connect businesses, strengthen membership, and enhance understanding of what the Chamber offers its members.

Ambassador Mission Statement

To support the mission of the Chamber by strengthening the membership base through dedicated involvement, innovative thinking, and activities that support membership engagement, recruitment, retention, and membership growth.

Chamber Mission Statement

The mission of the Greenville Chamber of Commerce is to partner with the business community by providing opportunities for prosperity.

Prerequisites

1. All Ambassador program participants must own or be employed by a Greenville Chamber member business in good standing.
2. All Ambassador Program participants must have the formal endorsement and support of his/her employer.
3. All Ambassador Program participants must be willing and able to make a one year commitment to the program
4. All Ambassador Program participants must be able to balance the necessary time commitment of the program with the demands of your business.

Note: If a participant experiences a change in employment for any reason, they have 90 days to reinstate their involvement with a new employer who is a Chamber member or relinquish their position. If the previous employer wishes to have another individual represent them, they must reapply and wait for an opening to become available.

Program

The Ambassador Program participants will consist of Board Vice-Chair, three Coalition Directors (Welcome, Outreach, and Host) and up to 10 Ambassadors in each of the coalitions.

Requirements

1. Pay \$40 annual membership fee (covers: nametags, materials, and program costs)
2. Attend required meetings as set by Directors and Chamber staff
3. Attend an Ambassador retreat at the beginning of the program year
4. Wear your Ambassador name badge at all Chamber- sanctioned events
5. Register for all meetings and events on the Chamber website (Greenvillechamber.com)
6. Adhere to guidelines, processes and requirements set forth by the Chamber

7. Use professional and ethical communication and/or representation of the Chamber
8. Represent yourself and the Chamber in a positive and professional manner at all times

Expectations

1. Support the Chamber's mission, values, goals and efforts
2. Build relationships with potential Chamber members to assist with recruitment
3. Support the program goals through consistent participation
4. Advocate for the Chamber to members and the community
5. Promote Chamber membership and community involvement
6. Work closely with staff to support the Chamber initiatives and programs
7. Know the Chamber's mission, goals, membership benefits and processes
8. Know the Chambers organization and its structure
9. Educate and guide new and existing Chamber members
10. Attend ribbon cuttings
11. Attend Chamber events such as Quarterly Membership Lunches, Annual Banquet, Greenville Chamber of Commerce Business After Hours, etc.
12. Assist Chamber of Commerce staff with recruitment of new Ambassadors by promoting the Ambassador Program and informing and encouraging potential candidates to apply
13. Read monthly Spectrum Newsletter and Friday from the Chamber updates to be in the know

Benefits

1. Increased recognition for you and your company in the business community and at Chamber events
2. Eligibility for Outstanding Ambassador award
3. Listing on the Ambassador page with your name, company name and link to company website
4. Name badge with Chamber Ambassador Logo, your name and company name
5. Increased exposure to the Chamber and its initiatives
6. Excellent networking opportunities and business leads
7. Firsthand knowledge of new businesses & sales leads

Coalition Directors

Selection Process

Directors will be recommended by standing Coalition Directors and approved by the Chamber Board Membership Vice-Chair. Those interested in this position and who meet the criteria should submit an Ambassador application to the chamber during January-February. Applications must be filled out completely. A note must be added to indicate that the application is for a Coalition Director position. Selected Directors will be notified by early February.

Criteria

1. Must be a current Ambassador and a member in good standing
2. Must have been a Chamber member for 1 year
3. Must have professional demeanor
4. Must have leadership abilities
5. Must be willing to make decisions on behalf, of and represent the Chamber as they would for their business
6. Must be able to dedicate necessary time to ensure success of program
7. Must have a high level of involvement in Chamber activities

Ambassadors

Selection Process

Ambassadors will apply and be selected by the Coalition Directors and approved by the Membership Vice-Chair. Those interested in this position and who meet the criteria should submit an Ambassador Application to the Chamber during the designated application periods (February/September). Applications must be filled out completely to be considered. Coalition Directors will select Ambassadors by March/October.

Criteria

1. Must be member in good standing and have a professional demeanor
2. Must have leadership abilities and be able to make decisions on behalf of and represent the Chamber as they would for their business
3. Must dedicate necessary time to ensure success of program
4. Must have a track record of involvement in Chamber activities. New Chamber members will be evaluated based on external volunteer experience.

Welcome Coalition Activities

Purpose

The Ambassador Program welcome activities involve building relationships with potential members, providing assistance to new Chamber members and representing the Chamber at ribbon cuttings.

Responsibilities

1. Assist with strengthening new membership relations
 - Take time to get to know new members
 - Connect new members to fellow Chamber member resources
 - Build relationships with potential members
 - Mentor new members for the first year of membership with appropriate follow up
2. Assist with new member education and guidance
 - Invite members to attend New Member Orientation
 - Host New Member Orientation
 - Educate new and potential members about the Chamber's benefits (like sponsorships, advertising, website, Relocation Guide, other opportunities)
 - Communicate that their involvement and event attendance is key
3. Attend all Ribbon Cuttings and Officiate when assigned
 - Reach out to new member to confirm details about ribbon cutting ceremony
 - Invite new and existing members
 - Introduce Chamber Board and Staff
 - Introduce new Chamber member business owners and staff
 - Present Chamber plaque to new member businesses
 - Use your knowledge of the Chamber's mission, goals and benefits to make this a positive and informative event
 - Always remember that the Chamber has over 500 members and the goal is to provide them all with equal benefit opportunities
 - Always be professional and conduct conversations as if you were doing so on behalf of your business

- Provide important information to staff to assist in program development
- **Ambassador participation will be subject to review if the Ambassador fails to attend 5 or more ribbon cuttings in a 6 month period**

Outreach Coalition Activities

Purpose

The Ambassador Outreach Activities involve providing assistance to and representation of the Chamber through relationship building.

Responsibilities

1. Assist with strengthening membership relations
 - Mentor existing members (as needed)
 - Connect members to fellow Chamber member resources
 - Provide guidance to existing members through visits, meetings, telephone calls, correspondence
 - Contact renewal members prior to renewal period to thank them for their membership and invite them to increase participation
 - Build relationships and take time to get to know members and potential members
 - Make quick visits, calls or send notes to let members know we support them
2. Assist with Member education and guidance
 - Invite members to attend events to help them utilize their membership benefits
 - Educate members about the Chamber's benefits (like sponsorships, advertising, website, Relocation Guide, other opportunities)
 - Communicate that their involvement and event attendance is key
 - Connect members to other community efforts
3. Assist with member feedback/suggestions
 - When appropriate, gather information from members regarding their benefits and level of engagement
 - Use your knowledge of the Chamber's mission goals and benefits for positive and informative conversations
 - Always remember that the Chamber has over 500 members and the goal is to provide them all with equal benefit opportunities
 - Always be professional and conduct conversations as if you were doing so on behalf of your business
 - Provide important information to staff to assist in program development

Host Coalition Activities

Purpose

The Ambassador Program Host Coalition will provide assistance at events.

Responsibilities

1. Assists with event planning and logistics
 - Mentor sponsors/hosts through the event planning process
 - Connect sponsors/host to fellow Chamber member resources
 - Assist in soliciting door prizes and select sponsorships
 - Assist with increasing participation by promoting and inviting members to Chamber events
 - Connect with other members to engage them in assisting with events/projects (as needed)

- Staff the welcome/registration table (collect business cards for door prize drawing, collect tickets, sign-in attendees, supply attendee name badges)
 - Assist emcee with door prize drawing
 - Assist with event set-up and take down
 - Meet with event sponsors prior to the event to go over details and offer assistance
2. Welcome and engage attendees at events
 - Help attendees connect and build relationships
 - Introduce guests and new members to other Chamber members
 - Take time to get to know new members and guests
 3. Assist with event follow up
 - Send thank you notes/emails or make thank you calls
 - Provide valuable feedback to evaluate and improve event benefits

Contact Information

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