

KNIGHTDALE CHAMBER OF COMMERCE AMBASSADOR TEAM GUIDELINES

The Ambassador Team is the Chamber's special group of individuals who act as ambassadors for the Chamber and work to enhance member's relations, acting as a liaison between the Chamber and its members. As an Ambassador, you have the opportunity to participate with your Chamber on a regular basis and be an important part of the Chamber's growth. Your commitment and participation in any Chamber activity is greatly appreciated. An ambassador needs to be a responsible business person who is committed to business development in the Knightdale area and who wants to be an active participant of the Knightdale Chamber of Commerce. The role of an Ambassador allows for many opportunities to enhance your own business relations and meet other fellow Chamber members.

CHARACTERISTICS OF AN AMBASSADOR

1. Motivation to be successful – Simply put, a successful Ambassador should exhibit a sincere willingness to volunteer. A positive attitude is a must.
2. Direct supervisor support – The Ambassador's direct supervisor must be fully supportive of the Ambassador's involvement and be committed to the Ambassador's success.
3. Communication skill – Communication skills are a must. Although not a requirement, previous sales and marketing experience and associated communication skills are a benefit to the volunteer.
4. Tenure – Sufficient tenure with one's company generally provides the volunteer with a base of job security from which to step most effectively into volunteer responsibilities.
5. Volunteer involvement – Although not a requirement, previous volunteer involvement demonstrates an inclination towards success as an Ambassador.
6. Character – Individuals should represent the Ambassadors in such a way that others will form a favorable opinion of the Ambassador Team and the Chamber.

BENEFITS OF INVOLVEMENT AS A CHAMBER AMBASSADOR

Benefits of being a Chamber Ambassador:

- Recognition at Chamber events and functions
- Business contacts
- Affiliation with a prestigious organization
- Publicity: Chamber Communicator Newsletter, Chamber Website, Ambassador of the Year, Ambassador Spotlight
- Development of business leadership skills

INVOLVEMENT & DESCRIPTION OF ACTIVITIES

Ambassadors are the public relations arm of the Chamber. Ambassadors are responsible for contacting members to inform them of upcoming Chamber functions and to answer/direct any questions the member may have. They serve as the welcoming committee for Chamber events such as Ribbon Cuttings & Groundbreaking Ceremonies, AM Network, Business After Hours, Eye-Opener Breakfasts, etc. A sign up sheet will be provided for Ambassadors to sign up for particular events that they will attend. It is not expected that all Ambassadors will attend every event.

Description of activities found on Ambassador Point Record is as follows:

Recruit New Members / New Leads – Recruit new Chamber members (completed application and dues collected) or provide new lead (completed application with lead's business card attached) to Chamber Executive Director.

Member Reminder Calls – Ambassador Contacts will be distributed yearly and will be updated as needed by Chamber staff. Approximate number of contacts will depend on the number of Ambassadors serving on the team. Contact may be made by phone, personal visit, note card, or letter (*Sample welcome letter, phone dialog, and note card is attached*). Contacts made by the Ambassador will be used to keep the Chamber's membership records current and valid. A Member Profile Feedback Card (see attached) will be provided for the Ambassador to make general notes about the business who has been contacted. Ambassadors will turn in feedback cards to Chairman at monthly meetings.

Occasionally, the Chamber may need feedback about a particular question and may ask the Ambassadors to use their contact lists to solicit feedback about the Chamber and its activities. If such information is needed, the Chamber staff will contact this group through email to request information.

New Member Reminders –Ambassadors will also be asked to make contact with new members as they join the Chamber. The Chamber of Commerce generally adds 6 – 7 new members per month. On a rotating basis, Ambassadors will be matched with a new member “buddy” to contact and welcome to the Chamber. A Checklist Form for New Members is attached with questions to ask your new assigned members. Ambassadors will be asked to remind the new member about the Chamber 101: Navigating Your Chamber breakfast (held 2 or 3 times a year) and will be asked to invite the new member to a Business After Hours or other event. Ambassadors should check with the new member several times throughout the first year of membership to inform the member about upcoming events and activities.

Monthly Meeting Attendance – Ambassadors are expected to attend monthly meetings. Meetings are once a month on the 2nd Wednesday, Noon at a different local restaurant.

Support at Chamber Events–Ribbon Cuttings/Groundbreakings, Business After Hours, Knightdale Business Expo, Eye-Opener Breakfasts, Lunch & Learn Seminars, etc. Work registration table/door; greet guests; prepare name tags. Ambassador attendance at events of members fosters good working relations, helps newcomers feel welcome, and facilitates networking among members in attendance.

Special Events and Activities - These events/activities will be announced either at monthly meetings or via email. This is an opportunity to earn extra points within a given month towards Ambassador of the Month/Ambassador of the year.

STRUCTURE OF THE AMBASSADORS PROGRAM

The Ambassadors receives direction from a **Chairman**. The **Chairman** works closely with the Chamber staff. The Chamber staff distributes Event and Activity Updates (supplied by Chamber) and other pertinent information to all Ambassadors on a regular basis. The Chairman is responsible for attending and presiding over the monthly Ambassador meetings. The Chairman coordinates Ambassador registration, greeting, nametag, set-up, and break-down assistance for chamber events such as BAH, AM Network, Ribbon Cuttings, Eye-Opener Breakfasts, Golf Tournament, Business Expo, Banquet/Silent Auction, etc. The Chairman will be responsible for helping Ambassadors coordinate recruitment of new members, obtaining feedback cards and new member profile Sheets on a monthly basis from Ambassadors, and returning the compiled information to the Chamber in a timely fashion. Most importantly, the Chairman is responsible for boosting moral and maintaining a productive team of Ambassadors.

The total number of members on the Ambassador team will be at least, but not limited to 12 Ambassadors (not more than 2 representatives per company). Ambassador count may be adjusted as needed.

AMBASSADOR POINTS

In recognition of activities performed, Ambassadors earn points towards Ambassador of the Year. A point sheet is included in these guidelines. Point sheets are due by 5pm on the 2nd Wednesday of each month (Ambassador meeting day). Sheets may be brought to the meeting, e-mailed or faxed to the Chamber. If faxing or emailing, please follow up with a phone call to the Chamber confirming receipt. It is the Ambassador’s responsibility to confirm successful transmission. It is strongly suggested that Ambassadors also keep a personal record of your point sheets and transmission receipt. Late Point sheets will not be counted.

AMBASSADOR AWARDS

AMBASSADOR OF THE MONTH

The Ambassador of the Month selection is based on total monthly approved points received by the monthly due date. The Ambassador of the Month will be the active Ambassador who earns the most points for a particular month, and will be recognized with a certificate and announcement at the monthly meetings.

AMBASSADOR OF THE YEAR SELECTION

The Ambassador of the Year will be selected based on total approved points as submitted on the appropriate point report form. The Ambassador of the Year will be the active Ambassador who earns the most points from January through December. The winner will be announced at the Chamber’s Annual Banquet and will receive a plaque. An Ambassador may not receive the Ambassador of the Year designation more than once within a three-year period.

AMBASSADOR SPOTLIGHT

Periodically, a different Ambassador will be spotlighted in the Chamber e-Communicator and newsletter. All Ambassadors should submit a brief biography and photo with their completed application to be used for a Spotlight. Each Ambassador will be spotlighted no more than one time per year.

AMBASSADOR BADGE

The purpose of an Ambassador badge, which displays each individual's name and company, is to identify those who are active in the group. It helps promote Ambassador's companies and facilitates our activities as official representatives of the Chamber.

Badges must be worn to Business After Hours, Ribbon Cuttings, etc.

If a badge is lost, or if an Ambassador changes place of employment to another Chamber member, a replacement badge may be purchased for \$10.

PROSPECTIVE and NEW Ambassadors

During the initial period, each Prospective Ambassador must attend 6 Chamber functions before becoming an official Ambassador. New Ambassadors must accumulate 25 points to earn an Ambassador badge. (Points accumulated during the initiation process are counted towards earning a badge.) Points carry over from a previous year only towards earning a badge. If points are carried over to a new year, after the badge has been earned, points begin at zero. All points earned in one year are counted towards Ambassador of the Month/Year awards.

STANDARDS OF CONDUCT

Ambassadors are an important part of the Knightdale Chamber of Commerce, and each Ambassador should take their participation seriously with a commitment to working toward continued economic development of the Knightdale community. An Ambassador is a representative of the Chamber and their own business, and is expected to act professionally. An Ambassador's conduct should be based on sound business judgement with high ethical standards.

Ambassadors are to become knowledgeable about the Chamber and its programs. In all communications and dealings with fellow members, an Ambassador is expected to follow all Chamber guidelines. An ambassador is to respect the honor system and is expected to turn in points only on activities that are within the spirit of the team's program.

Any issues that may arise will be handled by an Ambassador Review Committee. The Review Committee will be composed of the Ambassador Chairman, Ambassador Co-Chair, the Knightdale Chamber of Commerce President and the Chamber Executive Director.

GUIDELINES OF PARTICIPATION

- An Ambassador must be an employee of a Chamber member firm. (Should the company drop its membership, the Ambassador will become inactive. When the company renews its membership, the Ambassador must reapply to participate).
- Employer endorsement is required prior to acceptance. If an Ambassador changes employers to another Chamber member, endorsement by the new employer is required.
- A meeting must be scheduled with the Chamber's Executive Director prior to submitting application for approval.
- **Ambassadors are expected to accumulate 12 points per quarter.** Periodically, activity points will be reviewed and if activity level is low, an Ambassador will be asked to re-evaluate their commitment.
- **Point sheets are due by 5pm on the 2nd Wednesday of each month (Ambassador meeting day).** It is the Ambassador's responsibility to confirm successful transmission. Sheets may be brought to the meeting, e-mailed or faxed to the Chamber. If faxing or emailing, please follow up with a phone call to the Chamber confirming receipt. It is strongly suggested that Ambassadors also keep a personal record of your point sheets and transmission receipt. Late Point sheets will not be counted.
- Ambassadors' monthly meeting attendance is expected. Ambassadors may miss no more 1 meeting each quarter.
- Points must be submitted by the 2nd Wednesday of each month by 5pm (Ambassador meeting day) to be valid.
- Membership representation from any one firm will be limited to two employees.
- It is not a requirement, but we hope each Ambassador will bring in at least one Chamber member each year.

Checklist Form for Contacting New Members

(Questions to ask YOUR assigned NEW members)

Ambassador Team Members Name:

Date:

New Chamber Member Business Name:

Phone Number:

E-Mail Address:

Did you invite the new member to the next event—Business After Hours, AM Network, etc., as a guest of the Chamber?

Did they accept?

Did you invite the new member to attend the next "Navigating Your Chamber" to learn more about the workings of the Chamber?

Did they accept?

Comments or additional Welcome offerings:

KCOC MEMBER COURTESY CALL (monthly reminder call or visit)

Profile Feedback Sheet

IMPORTANT QUESTIONS TO ASK YOUR ASSIGNED CHAMBER MEMBERS

Is the information the Chamber has on your business, correct and up-to-date?

Ambassador Name:

Business Name:

Contact Name:

(should be owner or manager—primary contact)

Phone Number:

Number of Employees (full-time / part time):

Address:

Mailing Address (if different)

Hello, my name is _____, calling on behalf of the Knightdale Chamber of Commerce. I am presently serving as a member of the Chamber Ambassador Team. This is a courtesy call to thank you for your membership in the Knightdale Chamber of Commerce and to inquire if the Chamber can help you in any way. Is there anyway that the Chamber can be of service to you and your business?

I invite you to visit the Chamber website at www.knightdalechamber.org to see a complete list of Chamber events. Our next Business After Hours is _____. I hope to see you there.

Are you displaying a Membership plaque? _____

Are you receiving communication via e-mail from the Chamber? _____

Are you attending Business After Hours or other networking opportunities? (If not, invite them to come and tell them that you will meet them at the next BAH.) _____

Is there any way that the Chamber can be of service to you and your business? _____

Is there anyone you would recommend to join the Chamber? _____

SAMPLE FORMAL NEW MEMBER WELCOME LETTER

Insert Date Here

Contact Name
Name of Business
Address
City, State Zip

Dear _____,

On behalf of (Your Company Name), I would like to welcome you to the Knightdale Chamber of Commerce. It is my pleasure to serve as an Ambassador for the Chamber and I am always pleased to see other businesses show their public support for continued economic growth and development in Knightdale.

If there is anything that I can do to help you get better acquainted with the business community, please do not hesitate to call. I will look forward to meeting you at one of our upcoming functions.

Congratulations on your recent investment in the Knightdale Chamber of Commerce. I wish you the best of luck in the coming months.

Kindest Regards,

Your Name
Your Title
Your Company

SAMPLE PHONE DIALOGUE

This is (Ambassador Name) and I'm an Ambassador with the Knightdale Chamber of Commerce. I'm calling on behalf of the Chamber to see how things are going with you.

Sample Questions to Ask

Have you thought about going to the (fill in the next event). I'm going and would be happy to meet you there.

Is there something that I or the Chamber can do for you and your business?

I just wanted to call to day to let you know that the Chamber values your membership.

Thank you for being a part of the Knightdale Chamber of Commerce.

Did you know that you can place "Hot Deals" on the Chamber website to promote your business to the community?

Have you had a chance to stop by to see the renovations at the Chamber? We're just about finished and will begin working on inside renovations soon. We invite you to stop by and visit. We are working to make our chamber home reflective of our business community—dynamic and growing!

SAMPLE AMBASSADOR WELCOME NOTE CARDS

- On behalf of (Your Company Name Here), I want to welcome you to the Knightdale Chamber of Commerce! I'll look forward to meeting you at our next event.
- Thanks for doing business in Knightdale! We're glad to have you on board with the Chamber. Please call me if you need anything.
- We're excited that you've joined the Chamber of Commerce. Thanks for choosing Knightdale!
- Knightdale is a "Great Place to Be"! Thanks for joining the Chamber. There are a lot of terrific people doing business here and I will look forward to meeting you.
- The Knightdale Chamber of Commerce is lucky to have you! Welcome Aboard! Please call or email me if there is anything we can do to help you.
- You've made a good choice in joining the Chamber! I am happy to say I have been a member for _____ years and the Chamber has really made an impact on the Knightdale business community. Please don't hesitate to get in touch with me if there is something I can do to help you.
- It's great to have you as a partner in the Chamber of Commerce. Knightdale is ripe for rich future development and you will be glad that you have decided to do business here.
- Just wanted to write a quick note to say I saw that you joined the Chamber in the Knightdale Chamber newsletter. Congratulations! Please let me know if there is anything I or my business can do to help you. Hope to meet you in person soon.

Sign the card with your name, your title, your business.