

Bay Area Chamber of Commerce Ambassador Club

Welcome to the Bay Area Chamber of Commerce Ambassador Club!

As a newly appointed Ambassador of the Bay Area Chamber of Commerce, you are a very important part of our membership cultivation program.

Ambassadors are selected on the basis of their interest, dependability, integrity, energy and communication skills. Since you will be representing the Chamber to our members, we depend on you to take the initiative to keep yourself informed and positive about Chamber programs.

Your job is to provide a communication link between our members and their Chamber. Often members will have questions or concerns that they have not communicated to us; but when you take the initiative to make contact with them, they feel free to let us know what they want, what they need, what they like, what they don't like, etc.

Our Chamber team is very small. There is no way we would be able to call or visit each and every one of our members in a year. You make it possible for members to have this personal contact, which makes that member feel more like a part of the Chamber and increases the likelihood that the member will renew his/her investment when the time comes.

While your cultivation/retention calls are not new "sales," each call you make on a Chamber member is - in a sense - a sales call, because you are presenting Chamber benefits to that member and hopefully making a "sale" when renewal time comes.

In order to be an effective Ambassador, you must yourself believe that the Chamber is a worthwhile organization that is making real contributions to the Bay Area business community. Should you ever have questions, comments, or doubts about what the Chamber is doing, please do not hesitate to ask a team member or Board member for clarification.

It is very important that you carry out your Ambassador responsibilities in a professional way. The call you don't make does not get made at all. The appointment you forget is forgotten for good. The credibility of the Chamber is closely linked with your credibility as an Ambassador.

We truly appreciate your willingness to make this commitment. We hope it proves to be enjoyable and beneficial for you.

How does participation in the Ambassador Club help my company and me?

Ambassadors are in a unique position to meet a wide variety of Bay Area business people.

While attending functions and calling on members, you represent your own company as well as the Chamber. You will undoubtedly develop a long and varied list of contacts and an array of community information which will prove helpful as you do business in Bay County.

Above all else, Ambassadors are expected to communicate to members and others what the Chamber is all about. As an Ambassador, you will constantly practice your interpersonal communication skills. Even the most shy Ambassador becomes comfortable meeting new people and quickly begins to skillfully communicate with them.

Ambassadors practice and develop skills which will serve them a lifetime both personally and professionally.

The Chamber and its members truly appreciate your willingness to make this commitment. We are confident that your relationship with the Ambassador Club will be enjoyable and rewarding.

Ambassadors' Major Responsibilities

New member liaison (cultivation/retention)
Chamber events
Brick Award
Ribbon Cutting

Ambassador Club Member Cultivation Program

Introduction

The Membership Development program of the Bay Area Chamber of Commerce has been designed to meet the needs of new members.

The primary focus of the Ambassador Club is to develop relationships with the Chamber's newest members (the first three calendar years after joining), provide information to them about Chamber programs and services, and act as a liaison between the Chamber and the new member.

Ambassadors accomplish this goal by communicating with their assigned members monthly (a minimum of two personal visits per year) and encouraging member participation at Chamber events.

Member Cultivation Calls

There are three acceptable procedures for completing member cultivation calls:

1. Personal visits are most effective.
2. A periodic phone call can be used to remind members about events, etc.
3. Written communication or email can be used to inform members about new programs or events or to recognize a specific organization milestone.



Ambassadors should indicate on their monthly call reports how contact has been made. *All reports are due to the Chamber office **no later than the 5th of the next month.***

Cultivation Call Tips

- Send an introductory letter to all of your new member "accounts" explaining who you are and why you will be contacting them. Each newly assigned member should be contacted by an *Ambassador within 30 days, no longer than 45 days*, of their joining the Chamber. Ambassadors should encourage these new members to attend an Eye Opener Breakfast (for recognition and to receive their member plaques) if they have not already attended. (See sample letter.)
- If possible, call ahead for an appointment. You might say, "I'm going to be in your area tomorrow morning. Would it be convenient if I stopped by around 10:00?"

- Try to schedule your visit for a time that will be convenient for your accounts. Don't contact a restaurant manager during the lunch hour, for example.
- Communicate with (personally, by phone or via the mail) the contact person indicated on your call report or another employee who has the authority to speak for that person.
- You will receive the new member's contact information and a form for recording notes.
- A Chamber team person may contact you to learn more about a specific member if there is reason to suspect the member is unhappy with their membership.
- Invite the member to attend the next scheduled Chamber event by explaining the nature of the event, its location, time and date. When possible, Ambassadors should make every attempt to meet the member at the event. Some members cannot attend Eye Opener Breakfasts to receive their membership plaque. When this occurs, you will be asked to deliver to plaque.
- Feel free to talk a bit about why you are active in the Chamber and encourage the member's participation. If they haven't attended any events but seem interested, encourage them to look for you if you are going to be there. A familiar face is always helpful.
- If a member requests immediate assistance on something, or if you sense something you learned should be shared immediately, please do so. Don't hesitate to contact Chamber staff about a member's comment or concern.
- Periodically the Chamber conducts surveys of its members to determine expectations and satisfaction. Ambassadors may be asked to assist in surveying their assigned members.
- If you simply cannot reach the member, please notify Chamber team as soon as possible. There may be a problem with our information.
- Please notify Chamber team about any **changes** in member information.
- Ambassadors will receive information about special programs and/or events the Chamber is sponsoring. Please review the information and encourage assigned members to participate.

Chamber Events

Ambassadors greet members, guests, and the general public at Chamber events and functions. Ambassadors are easily recognizable in their "green coats," enabling guests to know where they will find a friendly face and someone who is familiar with the Chamber. The regular events and some of the roles Ambassadors may play include: Eye Opener Breakfasts (Friday's, monthly, 7:30-9:00 a.m.): Cost to Ambassadors: \$10.00

Assigned tasks: Meet and greet - greet new members at door; escort to reserved seating. **Arrive no later than 7:15 a.m.**

Sell tickets - 2 Ambassadors sell 50-50 tickets. **Arrive no later than 7:15 a.m.**

Brick Award presentation (see below)

Business After Hours (monthly, 5-7 p.m.): no cost

Assigned task: Meet and greet - greet new members at door, introduce to other members. **Arrive at 4:45; two 45 minute shifts**

Golf Outing: assist with obtaining prizes, meet and greet, assist with day of event activities

Annual Meeting: Meet and greet. Reduced cost for Ambassadors.

Other Chamber Events: Meet and greet and other duties as needed.

The Brick Award

What to do if you notice a business in the community that you think may deserve a brick award:

Before you approach the business, mention it at the next Ambassador meeting during the Brick Award discussion. If everyone agrees that the business is a good candidate for a brick award, it will be added to the Prospect List under your name.

Once the business has been "pre-approved" for consideration and is on the Prospect List, contact the business. Let them know that as a Chamber Ambassador, you would like to nominate them for a Brick Award. Explain what the Brick Award is and that we appreciate their investment in the Bay Area.

Be sure to take a copy of the Brick Nomination form with you, and fill it out with them while you are there. Don't leave the form; use it as an "interview" tool. This helps you get good complete information to make it easy for your nomination to be approved at the next meeting. It also is what you will read at the Eye Opener Breakfast when you introduce them. Finally, it eliminates having to wait weeks or months for the business to get the form back to you.

Bring the completed Brick Nomination form to the next Ambassador meeting. You can also fax or email it to Leann or Lindsay and they will make copies to include in the packets for the next meeting.

At the next meeting, we will vote on your brick nomination and when approved, assign it a month to be presented at an upcoming Eye Opener Breakfast.

You will then contact the business to let them know they have been approved and give them the date of the breakfast. Find out who from that business will be attending the designated Eye Opener Breakfast to receive the award. The first two people are our guest and no charge, additional people are regular price, currently \$10.00. Call or email Leann with the full names of all the attendees.

Lastly, attend the Eye Opener Breakfast and present the brick award to the business representative. Plan to sit with them at the reserved table. Don't forget to record the points on your call sheet in the month they are approved!

Please note:

- A brick nominee does not have to be a chamber member.
- The business DOES have to be located in Bay County.
- Municipalities do not qualify for the brick award.
- A business may receive more than one brick award if they have more than one qualifying location.
- A business should at least be in the building stages when it is added to the prospect list for a brick award. If ambassadors hear of a project sooner than this (prior to ground breaking) they can mention at a meeting and be assigned to it when the time comes.
- In an effort to keep the prospect list timely and current, once a business is added to the prospect list an ambassador has one year to reach out to the company, complete the nomination form, bring it back to the meeting for approval and present it at an Eye Opener Breakfast. After one year on the prospect list, if this hasn't occurred they will be removed.



Ribbon Cutting Ceremonies

To welcome new businesses to the Bay Area and promote the Bay Area Chamber of Commerce, Ambassadors conduct Ribbon Cutting Ceremonies.

Guidelines

- Ceremonies will be held for each newly opened or newly relocated business.
- There is no charge to businesses for the ceremony.
- Ambassadors who know of a business requesting a ribbon cutting should fill out the request form and should turn in to Chamber team for follow up.
- Chamber team will review ribbon cutting requests on a case-by-case basis and communicate with the Ambassador Club and/or recruit members to participate.
- At least two Ambassadors will attend each ceremony; scissors and red ribbon available at the Chamber office.
- A list of key community officials will be provided to the business, upon request, so appropriate individuals can be invited to the ceremony.

Roles & Responsibilities

The Ambassador Club has key leadership roles, and its members are organized into teams to facilitate the activities of the Club.

Chair: Preside over monthly Club meetings, report on Club activities at monthly meetings of the Chamber's Board of Directors when appropriate, appoint team captains and Brick Award chairman, monitor Ambassador attendance and participation, assist with recruitment of Ambassadors, and appoint ad-hoc committees when necessary. One-year term.

Vice Chair: Assist the chair and act upon the chair's responsibilities in his/her absence. One-year term. The vice chair becomes the chair for the following year.

Brick Award Chair: Ensure there are nominations for the Brick Award, follow up with Ambassadors who are obtaining additional information, lead discussions at meetings (including scheduling when awards will be presented), and make sure there is someone to present the awards at the scheduled Eye Opener Breakfast. Work with staff to maintain records of recipients, schedule, and prospective recipients. One-year term.

Team Captain: Monitor team members' attendance and call sheets on a monthly basis, contact members who have not submitted call sheets and/or fulfilled obligations. One-year term.

Sergeant at Arms: Provide humor or an opportunity to engage members at the beginning of each monthly meeting. One-year term.

Team Member: Be faithful in contacting assigned members and attending Chamber events. Complete and submit call sheets on a monthly basis. Monitor other team members' points/participation and provide encouragement as needed. Assigned annually.

The Ambassador Point System

Member Recruitment:

Upon receipt of completed member application and payment 100 points

Member Cultivation Calls:

Chamber-related personal visits to member's business15 points

Any Chamber-related phone call to member.....10 points

Written communication to member (Chamber-related).....5points

Monthly Ambassador Club Meetings..... 20 points

Monthly Chamber Events:

Eye Opener Breakfasts (EOB)10 points

Business After Hours10 points

Annual Chamber Events:

Annual Meeting10 points

Golf Outing (volunteer per hour).....10 points

State of Community/Legislative Roundtables/Bay Area on the Grow10 points

Youth Leadership Bay County/Business-Education Summit10 points

Brick Award

Includes nominating, interviewing, presenting to Club, inviting organization to EOB, presenting at EOB 20 points
(Application must be approved by Club; **points should be taken during month of approval**)

Ribbon CuttingVaries

Good Deeds (picking up prizes, Ambassador sub-committee meetings, miscellaneous TBD) 5 points

Notes:

- Points are awarded to individual Ambassadors based upon successful completion of the activities mentioned above.
- The points earned by individual Ambassadors are also used to calculate total team points.
- To receive credit, Ambassadors must return completed call sheets to the Chamber office no later than the fifth of the following month.
- To receive points for attending a chamber event, Ambassadors must dress appropriately (green jackets, polo shirts, etc.).
- Participation in other activities and/or events not listed above may result in additional points to be determined by Chamber staff and Ambassador Club leadership.

Recognition

One Ambassador will be selected for recognition at the Chamber's Annual Meeting as "Ambassador of the Year" according to the following criteria:

- ✓ The candidate will have accumulated the most individual points throughout the year.
- ✓ The candidate must have been an Ambassador since the beginning of the Chamber's current fiscal year, January 1 to December 31.
- ✓ Candidate must have met all meeting and event attendance criteria as indicated in the Ambassador Club Operating Guidelines.

The **Team** which accumulates the most total points throughout the current fiscal year will receive the "Ambassador Team of the Year" award presented at a Chamber Eye Opener Breakfast.

An **All Star Team**, comprised of the six Ambassadors with the highest number of points accumulated for the year, will be recognized at the Chamber's Annual Meeting.

An **Ambassador of the Month** will be chosen at each meeting based on going above and beyond the normal ambassador duties. Ambassador of the Month winners are entered in to a drawing at the end of the year for a gift card to be given out at the December meeting.

Have fun!

We hope you enjoy meeting new business people and helping new Chamber members.

Thank you for representing the Bay Area Chamber of Commerce.

Bay Area Chamber of Commerce Ambassador Club Operating Guidelines

Club Purpose

- A. To facilitate the retention and cultivation of new members.
- B. To encourage the participation of members at all Chamber functions and provide support and feedback to the Chamber.
- C. To act as the good will, public relations arm of the Chamber and communications link between the Chamber Board and its membership.
- D. To greet the membership, new members, guests and the general public at Chamber functions.

Membership

- A. Membership in the Ambassador Club shall be limited to:
 1. Persons who are employed by members in good standing of the Bay Area Chamber of Commerce for not less than one year.
If an active Ambassador becomes unemployed he/she will have 90 days to retain Ambassador Club membership. He/she will be allowed to remain an Ambassador if the new employer meets the guidelines as a member of the Bay Area Chamber of Commerce.
 2. Persons who are in their present position for at least one year prior to joining the Ambassador Club.
- B. The Ambassador Club shall be comprised of no less than 24 members to be reviewed periodically.

Ambassador Terms

Ambassadors serve two-year terms. A member resigning without completing his/her term will be replaced by a new member that will complete the exiting member's current term.

Invitations to renew terms will be based on the individual's performance regarding Ambassador Responsibilities. A maximum of three consecutive two-year terms may be served before an Ambassador is termed out.

Individuals wishing to return to the Ambassador Club after terming out may reapply after one year has gone by.

The club will vote to elect Vice Chair, Sergeant at Arms, and the Brick Chair. If the candidate chosen does not wish to serve, the ambassador with the next highest number of votes is chosen.

Meetings

- A. Ambassadors shall meet on the same day each month, every month, as agreed upon by the majority of Club members.
- B. Special meetings may be scheduled at the request of the Chairperson.

Responsibilities of Ambassador Club Members

- A. Cultivate relationships with new members.
 - 1. Contact new members no later than 30 days of their joining the Chamber.
 - 2. Personally invite new members to upcoming Chamber events, such as Eye Opener Breakfast meetings, Business After Hours events, and other appropriate Chamber-sponsored activities.
 - 3. Remain in close contact with those new members providing them with information and assistance during the first three years of their membership.
- B. Ambassadors are asked to follow the following attendance standards:
 - 1. Attendance at all monthly Ambassador Club meetings is strongly encouraged. Ambassadors who miss four or more meeting in a year will be asked to resign from the Ambassador Club.
 - 2. Attendance at all Eye Opener Breakfasts and Business After Hours is strongly encouraged. 50% attendance at special events such as the Chamber Annual Meeting, Annual Golf Outing, etc. is expected as well.
- C. Ambassadors are required to RSVP to the Chamber offices for each Club meeting, regular event and special event.
- D. Ambassadors are required to complete and submit call sheets on a monthly basis, by the 5th of the following month.

Bay Area Chamber of Commerce
Sample Letter: New Member Introduction

DATE

NAME

FIRM

ADDRESS

CITY, STATE ZIP

Dear (INSERT NAME):

I am pleased to introduce myself as your Ambassador to the Bay Area Chamber of Commerce. As an Ambassador, I am one of twenty-four volunteers who make goodwill visits to Chamber members such as you. Our purpose is to serve as liaisons between the Chamber and its members.

You will receive monthly events notices announcing Chamber events. Attending events such as the monthly Eye Opener Breakfast and Business After Hours is an excellent way to begin developing important relationships with your peers in the Bay Area business community. Should you be interested in attending any Chamber event, please contact me, and I will make every effort to meet you there.

In the near future, I will be calling you to schedule a brief visit. The purpose of my visit will be to make sure you are satisfied with your membership and update you on recent activities at the Chamber. If you have any questions about the Chamber, I will be happy to try and answer them for you.

In the meantime, please feel free to call me at XXX-XXXX if you have any questions. I look forward to meeting you!

Sincerely,

AMBASSADOR NAME, TITLE

COMPANY

Bay Area Chamber of Commerce Sample Letter: Meeting Follow Up

DATE

NAME

FIRM

ADDRESS

CITY, STATE ZIP

Dear (INSERT NAME):

Thank you for taking the time to MEET/TALK with me on DATE. I enjoyed discussing your business and your membership in the Bay Area Chamber of Commerce.

In response to your question about TOPIC, I spoke with WHOEVER and learned ANSWER. Please feel free to call me at XXX-XXXX should you have any other questions.

Thanks again for taking the time to MEET/TALK with me. Your honest opinions about your membership are important to Chamber staff and volunteers as we continually strive to provide effective programs and services for Bay Area business people.

Sincerely,

AMBASSADOR NAME, TITLE

COMPANY

Date

Name

Firm

Address

City, Zip State

Dear (insert name)

I would like to remind you of the upcoming Bay Area Chamber of Commerce events.

Eye Opener Breakfast

Tuesday, November 1, 2011

7:30am – 9:00am.

Bay Valley Resort
2470 Old Bridge Rd.
Bay City MI 48706

Business After Hours

Thursday, November 10, 2011

5:00pm - 7:00 pm

Chemical Bank
213 Center Ave..
Bay City, MI 48708

**Business and Education
Partnership Forum**

Friday, November 4, 2011

Doubletree Hotel
Bay City River Front

**Energize Luncheon
Shaping a Healthy Tomorrow**

Wednesday, November 9, 2011

Valley Plaza Resort's Great Hall

Upcoming December Events

Eye Opener Breakfast

Tuesday, December 6, 2011

7:30 – 9:00 a.m.

Bay Valley Resort
2470 Old Bridge Rd.
Bay City MI 48706

Business After Hours

Thursday, December 9, 2011

5:00-7:00 pm

Citizens Bank
701 Washington Ave.
Bay City MI 48708

I look forward to seeing you at these events. As an Ambassador for the Bay Area Chamber of Commerce, I would be pleased to offer assistance as needed. Please feel free to contact me at (989) 892-0553.

Sincerely,

Ambassador Name, Title
Company